

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, DECEMBER 12, 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	5	0
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	4	3
Kenyata Allain (The Gallery at Beach Place)	P	4	1
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	4	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	4	1
Scott Brooks (The "W" Hotel, Capri Hotel, LLC)	P	5	0
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Corp.)	P	4	1
William Stanton (LXR Luxury Resorts & Hotels)	P	5	0
Aiton Yaari (Beach Redevelopment Advisory Board)	P	4	3

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

It was noted that a quorum was present at the meeting.

Staff

Lee Feldman, ACMA-CM, City Manager
Eileen Furedi, Economic Development Representative
Earl Prizlee, Engineering Design Manager
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

Communications to City Commission

Motion made by Mr. Oliver, seconded by Mr. Rosenthal, to reduce the current beach cleaning contract from eight hours to five hours a day, seven days a week, and to reduce the powerwashing contract services by 50%. In a voice vote, the **motion** passed unanimously.

I. Call to Order / Roll Call

Chair Piedra called the meeting to order at 3:37 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes – November 14, 2011

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

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

IV. Recommendation for Beach Cleaning and Powerwashing Contracts

Mr. Prizlee advised that if powerwashing was reduced by 50%, or twice a year, the BID's savings would be approximately \$28,500. He added that the areas requiring heavier cleaning, such as A1A and Las Olas, were scheduled for powerwashing six times per year; this would be reduced to three times per year. He requested the Committee's input, pointing out that the powerwashing in heavily trafficked areas could also be reduced to twice annually if they wished.

Mr. Prizlee continued that cleaning services could be reduced from eight to five hours per day, seven days per week. Mr. Oliver recalled that there had also been discussion of retaining an extra person during times when additional services were required. This would result in a savings of \$86,264 from the original cost of \$230,000. The reduction would be across the board and would apply to cleaning the beach, the sidewalks, shower stalls, trash receptacles, and any other amenities. The combined savings from reductions in both powerwashing and beach cleaning would be approximately \$114,000.

Mr. Yaari asked if it would be possible to monitor the quality of the continuing services. Chair Piedra pointed out that there was no guarantee the existing vendor would continue to provide services. Mr. Prizlee explained that the new service requirements would be presented to the current vendor, who would make a decision on whether or not to continue providing the service. If they did not wish to continue, the City would issue an RFP.

Chair Piedra stated that the Committee should advise the City Commission that they would like to reduce these services

Motion made by Mr. Oliver, seconded by Mr. Rosenthal, to reduce the cleaning contract from eight hours a day to five hours a day, seven days a week, and then

to reduce the powerwashing by 50%. In a voice vote, the **motion** passed unanimously.

V. Communications to the City Commission

It was agreed by consensus that the **motion** would be sent as a communication to the City Commission.

VI. Old / New Business

Mr. Yaari stated that the Committee is working hard to attract business to the beach area, and noted that the giant banners placed in the district, which advertise events in other areas, should promote nearby activity. He asked for the other members' opinion on this.

Mr. Prizlee pointed out that most of the banners have advertised events on the beach, although a few had been for off-site activity. He explained that this is a function of the Public Information Office (PIO), and offered to convey the Committee's concern back to them.

Mr. Oliver suggested that banners advertising Saturday Nite Alive could be placed throughout the City. The Committee members agreed with this proposal.

Mr. Yaari continued that the garbage cans on the beach, including recycling bins, have a bad smell, and recommended that chlorine or sanitizer be poured into them when they are emptied. Mr. Prizlee advised that plastic liners are used in these bins, and added that part of the powerwashing contract includes cleaning beneath these receptacles. He said this could be discussed as part of the new agreement.

Mr. Oliver observed that this is a City responsibility as well as part of the BID's cleaning contract.

III. Discussion with City Manager

Chair Piedra introduced City Manager Lee Feldman at this time. He explained that the BID, like other advisory bodies in the area, hopes to bring more special events to the beach, and has been informed that the cost of City services, such as a Police presence, can be prohibitive. He felt if a more manageable cost structure could be devised, it would be beneficial to both the BID and the City.

Mr. Feldman agreed that this issue needed to be addressed. He advised that public safety is a very important function, as events where people do not feel safe can have a negative effect on future activities. He noted that the City may be overly cautious in ensuring that an appropriate number of Police, Firefighters,

paramedics, and other service providers are on hand for an event. He cited the proposed Air Show as an example, noting that the cost of City services was originally estimated at \$700,000 over two days for an event projected to draw in 400,000-500,000 attendees. However, he pointed out that if an event of this size gets out of control, it would be very problematic.

For smaller events, he agreed that there could be greater flexibility regarding the number of City personnel required. He suggested that a protocol be developed for smaller events, as there is sufficient history to determine the right amount of coverage necessary for these events. Mr. Feldman proposed forming a subcommittee of the BID, which would work with the Police and Fire Chiefs, as well as Transportation/Mobility and Parks and Recreation.

Vice Chair Ioannou noted that they had just completed a discussion on beach cleaning and powerwashing. He explained that this leaves a minimal amount of funds for events the members feel are important in attracting visitors and business to the beach. He also asked if it would be possible to streamline the approval process for expenditures, such as funding for Saturday Nite Alive. Chair Piedra agreed that the major issue is how to speed up the process so Committee efforts can move along at a faster pace.

Mr. Feldman advised that he is aware of the BID's creation and history, as well as the statutory authority of what the Committee can or cannot do. He observed that the BID's role is advisory, while the City Commission has final approval. He said he is working to learn how it might be best to streamline the BID's and other advisory bodies' approval process, but concluded that there will often be a 30-day window between the BID's discussion of a prospective event and the City Commission's ruling on it. He added that the process should not take longer than 30 days.

Chair Piedra added that the BID has discussed the potential hiring of a part-time executive director, who could help implement and/or follow up on some of the items discussed during Board meetings. He asked Mr. Feldman how the Committee might proceed with this.

Mr. Feldman advised that hiring a director would be less problematic than discussing the rationale for doing so. He noted that the BID does not have unlimited funds; by the time a salary and benefits are paid from these funds, they would use up a lot of revenue. He suggested if the City is not providing a sufficient level of support to the BID at present, this should be discussed further to identify where the City is not performing to the Committee's expectations.

Chair Piedra clarified that the issue is not whether or not the City is doing its part, but occurs primarily when there is a need for follow-up on events. BID members may not have enough time to dedicate toward working with promoters and

others, seeking out sponsors, or determining the return on investment for an event. Because the BID cannot meet between meetings due to the Sunshine Law, a director could do this and make the Committee a more effective group. He clarified that this would be a part-time position, and noted that it could pay for itself if it helps move events along faster.

Mr. Feldman recommended that instead of hiring an individual, the BID could consider hiring an organization, such as the Greater Fort Lauderdale Chamber of Commerce, to act as executive director on a contract basis. He noted that this would still need to go before the City Commission as part of the BID's budget proposal for next year, and added that organizations might be able to bring greater resources into play for the Committee. He added that an organization representing the interests of the beach area could also serve in this capacity.

Vice Chair Ioannou asked what would be the proper process for approaching an organization or individual. Mr. Feldman said the director could be a City employee who might work under his direction, or the BID could put out an RFP. He recommended again that the Committee consider whether there could be existing gaps in support that might be addressed by existing City Staff.

Mr. Oliver asked if it would eventually be possible for hoteliers and other beach businesses to serve food to their guests on the beach. He explained that this has been discussed for several years. Mr. Feldman said Staff has to minimize the number of people crossing from the east to the west of A1A to serve; this means a system must be created that allows vendors to provide food and possibly alcoholic beverages on the beach. One suggestion is a mobile app that could be accessed by beachgoers, which could access any licensed vendor's beach service menu. Any business within a specific area would be eligible to participate if licensed. The app would allow beachgoers to order from a menu and enter their credit card numbers; the order is filled by the vendor, and a runner would deliver the food to the beachgoer at a specified delivery point or to a beach umbrella with a number. There are still specifics to be determined for the app.

Mr. Feldman concluded that a formal presentation would be made to the BID, the Beach CRA, and the City Commission in early 2012 when further details have been determined. He continued that the City Commission will also need to decide whether or not they want alcoholic beverages to be permitted on the beach.

Vice Chair Ioannou suggested that some of the beach stakeholders could be invited to participate in the development of the app and the beach services. Chair Piedra agreed, advising that most of the beachgoers in front of hotels on the beach are guests, and might carry a room key rather than a credit card with them to the beach.

Mr. Yaari added that the BID is in favor of how the beach seems to be divided "block by block," and designations could be made for who would clean up in a particular area. Mr. Feldman said this is being taken into consideration. The app would only supply specific vendors depending upon the beachgoer's GPS location in order to lessen complications.

Mr. Feldman pointed out that one issue for future consideration might be allowing people to bring their dogs to the beach. This is currently prohibited outside specified hours, although he noted that it is not consistently enforced. Mr. Yaari observed that this could be a "tricky" issue. Mr. Feldman explained that the question is related to the kind of environment the City would like on the beach.

Ina Lee, guest, stated that the Downtown and Riverwalk areas of the City are also having issues in dealing with the cost of City services. She recommended that a subcommittee should have representation from these areas as well. With respect to the issue of an executive director, she asserted that what the beach needs is a champion, and pointed out that no one is looking out for the BID's interests, as it is not located within the CRA. She noted that the promoters and supporters of beach projects often do not realize they should bring their issues to the BID as well as the CRA and other beach advisory bodies.

Mr. Feldman commented that it can often be very time-consuming for groups to make presentations to several different advisory bodies. He explained that he is sometimes required to make a judgment call regarding which boards will be presented with specific projects, and this decision is often made in the interest of expediting a project.

Mr. Yaari observed that the City's "100" sign will be coming down, and suggested that a carousel or another family-driven attraction be put up in its place in 2012. He suggested that they begin considering this for the 2012 holidays.

Ms. Lee pointed out that the CRA has allocated millions of dollars' worth of work to be done on the beach, which has never been presented to the BID. She felt it is critically important that these changes be brought before the Committee, as they involve the remainder of the CRA's budget before its sunset.

Chair Piedra said the CRA has selected consultants to work on their projects, and advised that he would be bringing these contracts before the City Commission and meeting with stakeholders in 2012. The next step would be to formally present the projects to the Committee.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:38 p.m.