

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, FEBRUARY 13, 2012 – 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 | 7 | 0 |
| Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council) | A | 5 | 4 |
| Kenyata Allain (The Gallery at Beach Place) | P | 6 | 1 |
| Marcos Borrás (LXR Luxury Resorts & Hotels) | P | 7 | 0 |
| Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP) | P | 6 | 1 |
| Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC) | P | 6 | 1 |
| Dale Reed (3:37) (The "W" Hotel, Capri Hotel, LLC) | P | 7 | 0 |
| Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Corp.) | A | 4 | 3 |
| Aiton Yaari (Beach Redevelopment Advisory Board) | A | 5 | 4 |

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

Donald Morris, Beach CRA Director
Eileen Furedi, Economic Development Representative
Breck Ballou, Ocean Rescue Chief
Skip Margerum, Code Enforcement
Captain Robert Dietrich, Fort Lauderdale Police Department
Mark Almy, Parks and Recreation Department
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 3:31 p.m.

- **Quorum**

Roll was called and it was noted a quorum was present.

II. Approval of Minutes – January 9, 2012

Motion made by Mr. Oliver, seconded by Mr. Cunningham, to approve the minutes of the January 9, 2012 meeting. In a voice vote, the **motion** passed unanimously.

III. Spring Break Update

Mr. Morris advised that the City coordinates its efforts each year to ensure they are prepared to deal with the impact of increased visitors during Spring Break. He introduced Chief Breck Ballou of Ocean Rescue, who would provide the first update on what the City is doing this year with regard to increased services.

Chief Ballou explained that during Spring Break, Ocean Rescue remains in constant contact with the Police Department and attends their daily briefings. They are typically the first responders to any issues, and inform the City if garbage cans are full, graffiti is on walls, or other incidents in need of address.

Skip Margerum of Code Enforcement stated that he deals with issues from a private property standpoint, such as overflowing trash receptacles around businesses. They also deal with sidewalk vendors, who are not allowed in the City, and noise violations at night. He noted that street vendors have created the greatest need for enforcement in recent years.

Mr. Morris asked if sidewalk cafés create an encroachment issue. Mr. Margerum explained that each café has a site plan for its tables and chairs, and are typically compliant if approached by Code Enforcement.

With regard to noise complaints, Mr. Margerum estimated that these occur approximately three times a month in the BID area. He noted that this may increase during special events.

Captain Robert Dietrich of the Fort Lauderdale Police Department reported that operations plans are established for each shift, and the Police Department will have a presence on the beach for close to 24 hours each day.

Mr. Reed arrived at 3:37 p.m.

Capt. Dietrich continued that the Police Department has coordinated with the Division of Alcohol, Beverages, and Tobacco (ABT) to look for underage drinking. Other units, such as the Marine Unit and the Bicycle or Walking Patrol, will provide additional support. They are also preparing for "senior skip day," which usually occurs in March. School resource officers and incident commanders will be briefed as soon as this date has been established. Manpower may be increased or decreased as necessary, depending upon the size of the crowds. The Police Department coordinates with the Fire Department, Ocean Rescue, Code Enforcement, and other City Departments as needed.

Mr. Cunningham asked to know the dates on which Spring Break coverage will begin. Capt. Dietrich said this will begin during the third week in February and will extend through the month of April. Notices have also been sent to several establishments along the beach so their management and owners are aware of the Police Department's expectations regarding open container laws and other restrictions. Message boards posted along the beach will focus on pedestrian safety issues.

Mr. Cunningham commented that senior skip day has presented a challenge in recent years. Capt. Dietrich agreed, stating that the Police Department has to monitor this estimated date and be ready to respond when it occurs. He advised that he would forward information on this date to Mr. Morris.

Mark Almy, representing Parks and Recreation, stated that his staff works from 5 a.m.-1:30 p.m., at which time it overlaps with Prism's services, which extend from 12 p.m.-8 p.m. A second contractor begins at 8 p.m. and works until 5 a.m. Staff assists in monitoring these contractors. Additional trash cans will be placed on the beach, during Spring Break, and personnel will also be present to ensure the safety of sea turtles and prevent vandalism or poaching. Parks and Recreation has already begun their Spring Break program and will continue for approximately two months.

Mr. Morris advised that the City has directed Prism to focus on high-traffic areas, which extend roughly from Las Olas to Beach Place. He noted that the nighttime contract is only on the east side, and extends from the waterline to the center line of the street on this side.

IV. Presentation of TMA Smart Phone Application

Patricia Zeiler of the Transportation Management Association showed the Committee a PowerPoint presentation. She explained that the TMA's mission has changed significantly, as representatives from The Galleria, the Florida Department of Transportation (FDOT), and the South Florida Regional

Transportation Authority (SFRTA) have joined their board; they serve with two City and two County Commissioners, two members of the Downtown Development Authority (DDA), and the executive director of the Metropolitan Planning Organization (MPO). The board has worked to reorganize and update its mission to focus on providing accessible, reliable transportation that promotes economic vitality and community support.

She noted that in fiscal year 2011-12, there has been a 143% increase in ridership on the Beach Link and a 68% increase in ridership on Las Olas. The TMA Board plans to focus on the Las Olas link in order to capture some of the Downtown business traffic.

Ms. Zeiler stated that new maps are available on the street and in hotels so visitors will know how to travel within the City and the beach area. A smart phone application, which is available as a free download at the iTunes Store, is currently in beta testing to resolve GPS issues. The application shows all five TMA routes and shows the user the location of the trolley that is closest to them. Users can also access information on upcoming events.

She pointed out a new route, which covers the Galt area. The public hearing process has recently been completed toward expanding this route for Saturday and Sunday service. The TMA has met with representatives of every homeowners' association in this area.

Monday through Friday service costs approximately \$400,000; the Beach CRA contributes \$60,000 per year toward this service. Ms. Zeiler recalled that the BID had previously asked if this service could be expanded to seven days per week. She explained that adding Tuesday through Thursday service for all five trolleys would cost an additional \$281,000. She noted that it could be possible to cover this time frame with two trolleys on the beach and one on Las Olas. This addition would cost \$169,000.

She advised that if 80,000 cars pass by a business on a given day in 2010, this will increase to 136,120 cars by 2020, or a 60% increase on A1A alone. The most efficient solution is to provide public transit, as the roadways may not be able to handle an increase of this volume.

V. Update on Flavors of Fort Lauderdale

Chuck Martinez and Rod Holmeyer, representing the Delphi Group, advised that since they last addressed the Committee, there have been several positive developments: the event website, www.flavorsoffortlauderdale.com, is now up and running, and they will finalize a partnership with Premier Beverage, who will be the exclusive provider of water, spirits, wine, and energy drinks for the event. Agreements are being finalized with other partners as well, including Jet Blue

and the Cleveland Clinic of Florida. Mr. Martinez estimated that they are halfway toward their sponsorship goal. Charitable partners include the Red Cross and the Make-a-Wish Foundation, with one to two additional charitable partners expected to participate.

No public relations will begin until after the South Beach Food and Wine Festival has concluded in March, in order to prevent any potential confusion of the two events. There are also discussions of making Flavors of Fort Lauderdale an official Winterfest event.

Mr. Holsmeyer stated that they are working with sponsors to help them design and customize the event, including revisiting the beach space where the event may be held. A final location decision will be given to the City and the Florida Department of Environmental Protection (FDEP), both of which have given tacit approval of the proposed site.

In order to keep the event community-based, Delphi plans to use as many local suppliers as possible for tents, generators, décor, and other amenities. He referred the members to the event schedule, noting that two grand tastings for Saturday and Sunday afternoon are planned, with the possible addition of a Saturday evening tasting if a sponsor comes forward to support it. He concluded that they feel very good about the event, the schedule, and the partners that will work with them.

Mr. Oliver requested more information on the website. Mr. Holsmeyer explained that the website is up, but has not been promoted, as it has recently completed beta testing and only contains dates, sponsors, and a very basic schedule thus far. They expect more information to be added to the site by the time of the publicity launch, roughly at the end of March or beginning of April.

Chair Piedra asked if it would be possible for the BID to see the complete website before it is rolled out for the public. Mr. Holsmeyer said they could share this with the Committee.

Mr. Oliver asked what options were being considered in the event of inclement weather. Mr. Holsmeyer said they could postpone the event on the beach or move the event to another location. The third option would be to select an alternate location. These three possibilities are being considered from both a financial and a logistical perspective.

He added that there is no cost for the use of the beach itself; the cost of services will include Police and Fire/EMT services, as well as waste management, which would apply at any location. The original location, which would have closed a portion of A1A, was ultimately determined to be cost-prohibitive.

VI. Beach Cleaning Contract Update

Mr. Morris reported that the Procurement Office had contacted Prism to inform them that the BID wished to reduce services. Prism replied with a proposal to change to the hours recommended by the BID, and to reduce the area to be cleaned. He advised that the Procurement Office felt it would be possible to make these changes without sending out a new contract for bid. According to their proposal, Prism would work for five hours each day with a team of two employees; extra personnel would be brought in at times when trash pickup was expected to be heavier.

Mr. Oliver asked to know the proposed reduced area. Chair Piedra read from Prism's letter, noting that this area is not defined by the contractor. He suggested that he, Mr. Morris, and Mr. Almy could meet to discuss possible reductions in the scope of services.

Mr. Morris recommended that if the Committee chose to focus on a particular area for the cleaning contract, it could be between the Oasis Café and Alhambra Street, which would cover the area of heaviest use. He noted that during Spring Break, however, businesses outside this area might need enhanced cleaning services as well. The existing contract services the area between Holiday Drive and Sunrise Boulevard, as well as Las Olas and SE 5th Street.

Mr. Borrás requested further clarification of what a reduction in services would mean. Mr. Morris explained that at present, the beach cleaning contract is for eight hours per day, seven days per week; the reduction would make this five hours per day, and the existing powerwashing contract would be reduced by half.

Mr. Reed observed that the scale of the beach cleaning contract was a major factor, noting that for the next two months, the services would be needed in front of several businesses; during the off-season, however, other areas of the District saw much more use. He felt reducing services during the off-season would be a more sensible approach than the "one size fits all" approach of the existing contract. The members discussed the areas of the beach that were more heavily trafficked at different times of the year.

Mr. Morris asked if this meant the Committee would like to maintain services for eight hours per day during the busier time of the year from December through April. Chair Piedra clarified that they would also like the contract to cover the full distance of the BID during this season, while during the off-season this zone could be reduced. Mr. Morris cautioned that this would mean the savings would not be as great as previously discussed.

It was determined that Chair Piedra would reach out to Prism and advise the contractor of what the Committee was looking for. This would give Prism

sufficient time to come to the next scheduled BID meeting with a proposed solution.

Mr. Morris stated that the pricing per unit would need to remain the same if they wished to avoid sending a new contract out for bid.

VII. Communications to City Commission

None.

VIII. Old / New Business

Chair Piedra recalled that City Manager Lee Feldman had addressed the Committee at a previous meeting, during which food and beverage service on the beach was discussed. The Committee had expressed a desire to be kept abreast of how this process was being vetted. Mr. Morris said the City is still working on a possible smart phone application, how to bring in partner restaurants, and other logistics. He added that Mr. Feldman would want to hear the Committee's input as representatives of beach businesses.

Chair Piedra asserted that he felt the Committee should be involved in discussions of this nature, as much of the proposed service would revolve around the hoteliers' and restaurateurs' customers. He noted that he would meet with Mr. Feldman on February 29 and would discuss the issue further.

Mr. Morris reported that the Beach CRA is planning to help fund eight separate projects that will bring about \$70 million in public improvements to the area. The task orders for feasibility studies associated with these improvements will be presented to the City Commission at their February 21 meeting. He advised that a joint BID/Beach Redevelopment Board (BRB) meeting will be proposed for June 2012, where some concepts for the improvements will be rolled out. The Marine Advisory Board will also be invited to attend this meeting.

He noted that this will mean a great deal of construction, which would begin in 2013 and extend until 2019. One aspect that will need to be discussed from seasonal and business standpoints would be scheduling this construction. The improvements would have a positive impact on the beach and help businesses in the area, as well as helping maintain Fort Lauderdale as a world-class destination.

Mr. Oliver asked who was responsible for ensuring the new turtle-compliant streetlights are turned on. Mr. Morris said the City is working with the contractor to ensure the lights work properly. Some demolition and construction is expected to replace any footers that are not presently up to Code. Mr. Morris cautioned

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that this could create pedestrian issues for one to two weeks until the issue is resolved.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:40 p.m.

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