

**APPROVED**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**FORT LAUDERDALE, FLORIDA**  
**MONDAY, MARCH 12, 2012 – 3:30 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	8	0
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	6	4
Kenyata Allain (The Gallery at Beach Place)	P	7	1
Marcos Borrás (LXR Luxury Resorts & Hotels)	P	8	0
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	7	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	7	1
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	P	8	0
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Corp.)	P	5	3
Aiton Yaari (Beach Redevelopment Advisory Board)	P	6	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  
Lee Feldman, City Manager  
Eileen Furedi, Economic Development Representative  
Phil Thornburg, Director, Parks and Recreation  
Mark Almy, Parks and Recreation  
Cate McCaffrey, Parks and Recreation  
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 3:37 p.m. Roll was called and it was noted a quorum was present.

### **II. Approval of Minutes – February 13, 2012**

**Motion** made by Mr. Oliver, seconded by Mr. Rosenthal, to approve the minutes of the February 12, 2012 meeting. In a voice vote, the **motion** passed unanimously.

### **III. Restaurant Smartphone Application**

Mr. Morris introduced David Loeb and Larry Zirbel of Clear Village, Inc., who are working with the City to develop this application that would aid with food and beverage service on the beach.

Mr. Zirbel explained that one reason the concept is being presented to the BID is that the City would like to know the members' feelings on the proposed program, and what they believe might or might not work.

He showed a visual presentation, noting that the goal of the application is to increase revenue for the businesses that would provide food service to the beach. Orders would be taken using tablet or smartphone technology. The Clear Village team has worked on the concept of how multiple vendors would deliver to the beach, using a route-based system to bring food to kiosks on the beach, where customers would pick them up. They also hope to keep delivery costs reasonable.

He continued that the concept includes environmentally friendly delivery vehicles, which would be very inexpensive, with boxes in the back to keep food and drinks hot or cold. Packaging materials should be environmentally safe and offer easy cleanup. These features are currently being brainstormed further.

Delivery kiosks would be designed to have no environmental impact on the beach; they would weigh four lbs. per square inch, and would be pulled out onto the beach by a trailer. The kiosks will be staffed, so beachgoers have the option of placing orders through smart devices provided by these staffers.

There are three apps thus far for the prototype: one for iPhones, one for iPads, and one for the website. The vendors' QR codes will be scanned and will take the user to a site where a customer may order food. The apps cover placement of orders, delivery management, restaurant management, and general administration. GPS coordinates on the smartphones will inform the vendors of

the kiosks at which the orders are placed, as well as the establishments closest to that kiosk's location. Orders may be placed to multiple vendors.

City Manager Lee Feldman joined the meeting at 3:47 p.m.

Mr. Oliver commented that the delivery loop runs into the City, which could mean it may take up to an hour to complete the route in season. Mr. Zirbel said there could be more than one loop, or restrictions on orders placed to kiosks outside the loop. The loops will be based upon the venues that want to participate in the program and their proximity to the kiosks.

Mr. Oliver requested an explanation of the business model: for example, who would employ the kiosk staffers and who would make the deliveries. Mr. Zirbel said the City would create the framework under which the program would operate, while a concession organization would deal with the kiosks and the delivery aspect, so the vendors would not have to pay for the delivery; and the vendors themselves, who would subscribe to the system and use the concession for delivery. The City would ensure uniformity of service and compliance to City Code.

Vice Chair Ioannou asked why restaurants not located on the beach would be invited to participate in the program. Mr. Zirbel explained that the intent is to expand service in order to encourage more sales of food on the beach; it is not intended to cause any harm to the businesses located on the beach.

Mr. Feldman advised that the presentation shows an example of how the program would work; licensing of participating restaurants has not yet been discussed.

Mr. Reed asked if restaurateurs would need to hire an individual to handle orders placed from the beach, or if the orders would automatically tie into his point-of-sale system and print tickets. Mr. Zirbel said the intent is to automatically send the orders to a vendor's kitchen. They could be tied into the POS system or sent to a separate screen within the kitchen.

Vice Chair Ioannou commented that the concept is unique, but the question is whether or not it can be applied in combination with other aspects of a business. He explained that kitchens are staffed according to the expected demand, and pointed out that a very busy day on the beach could raise this demand significantly. He also felt it was important for beachgoers who are hotel guests to have the ability to charge food service to their rooms.

Mr. Feldman stated that A1A can be difficult to negotiate at times, and the intent is to avoid having runners on foot cross this highway for service, as this could lead to accident or injury. He reiterated that the proposed system is the first

attempt to take on a relatively novel concept. Mr. Zirbel agreed, reiterating that the proposed system shows what is technologically feasible, and is meant to stimulate discussion.

Ina Lee, guest, pointed out that a potential consumer may not want to take a smartphone or other device to the beach, or to walk to a kiosk to pick up his or her food. She felt the proposed system might include too many steps for a person on the beach. Mr. Yaari suggested that beachgoers might be provided with a flag that could be raised on their beach chair when they want someone to come and take their orders.

Mr. Zirbel agreed that it was possible to establish a system in which wait staff approached guests and took orders as well. He also agreed with Vice Chair Ioannou that a guest at a particular hotel will expect a specific level of service, which is different than the consumer experience an individual driving to the beach might expect. Mr. Feldman added that a guest at a particular hotel may not want to be limited to ordering from that hotel only. The app would allow these beachgoers to have a different experience if they wished.

Mr. Cunningham observed that the original idea was for the hotels to provide service to beachgoers in front of their establishments; expanding service meant involving vehicles, which could contribute to congestion. Mr. Feldman said GPS coordinates would limit beachgoers to the vendors within a certain area: for example, an individual on the north side of the beach would not be able to place an order at an establishment on the south side.

Mr. Feldman left the meeting at 4:05 p.m.

Mr. Yaari said while he was in favor of service on the beach, he was not certain that he would want to participate in the program as it had been described. He felt it would be unpredictable and the profit would be slim, particularly if alcohol could not be served as well. He pointed out that rainy or especially busy days would not be profitable, and concluded that he felt the program would be “more of a headache than a benefit.”

Mr. Oliver added that the hoteliers would like to provide their guests with “a branded experience on the beach;” if they could not control the experience a guest has in ordering food, he would prefer to distance himself from the program and make it clear to that customer that this experience was not related to the hotel.

Chair Piedra pointed out that the BID has been in favor of food service on the beach for many years, and was being offered the opportunity to participate in the discussion of how this program should best be established for everyone. He

asked how there might be greater input from the BID's standpoint regarding what they would like to see.

Mr. Zirbel stated that part of Clear Village's mission was to listen to objections from prospective participants and work toward diminishing these objections. He asserted that a solution can only be reached by understanding all parties' concerns and determining whether or not these concerns can be alleviated.

Chair Piedra suggested that three members of the Committee might be able to work with the Clear Village team and provide some guidance on how to proceed with the program. He asked if a time frame for implementation of a program had been established. Cate McCaffrey of Parks and Recreation advised that there was no set time frame thus far.

Mr. Yaari said the idea the BID had previously discussed was dividing the beach into blocks, each of which housed one of the major hotels; the restaurants and hotels on a particular block would then be in charge of deliveries within that block. This would mean a beachgoer who may not be a hotel guest could select the block of their choice depending upon the service they wanted. Standards and guidelines would be set by the City, and an app could be created to work within the specific blocks.

Chair Piedra asked what would be the best way the BID members could continue to provide feedback on the development of the system and the app. Mr. Zirbel said members could host meetings at their particular venues if they wished. Mr. Morris advised that the BID must be cognizant of the necessity to post these meetings, and he would need to know the appropriate information so notice could be posted.

The Committee members thanked the Clear Village team for their presentation.

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

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

Mr. Oliver stated that he and others had seen an email suggesting that Police Officers working the bridge for the upcoming Air Show would not allow guests over the bridge during check-in unless the guests could show confirmation from their hotels. He asked that this issue be clarified further.

Phil Thornburg, Director of Parks and Recreation, said it is typical for the Sunrise Bridge to be closed to residential traffic during an event like the Air Show. He did not believe any procedures had changed.

Mr. Oliver asked to know the plan for traffic control during the Air Show, and whether any additional restrictions were expected. Mr. Thornburg said during the show itself, the Sunrise Bridge would be closed down, and the area north of Sunrise Boulevard would be closed. The streets would also close to traffic near Terra Mar to the south, and traffic would be routed elsewhere.

He added that the greatest concern was due to there being no shuttle system during the event, which meant there would be more traffic. The promoter of the Air Show did not see the advantage to providing a shuttle system. Mr. Morris pointed out that the trolleys are funded primarily by grants and it may not be possible to operate this system for the event either.

The Committee members expressed concern regarding how traffic and parking would be accommodated for the event, as well as for traffic coming across the bridge to businesses if gridlock occurs. Mr. Thornburg noted that passes could be provided to hotel guests to let them through the bridge; however, this would not be possible if there is gridlock on the roads.

Mr. Rosenthal stated he was concerned regarding the public safety aspect, pointing out that if a medical emergency or a fire occurred, gridlock could prevent emergency vehicles from arriving. Mr. Thornburg said there would be emergency units throughout the area.

Mr. Yaari commented that it was not possible to host major events without an increase in traffic. Chair Piedra stated that the issue for this event was one of organization. He concluded that he would work with Mr. Morris to schedule a meeting with the event promoter.

#### **IV. Update on Beach Cleaning**

Chair Piedra informed the Committee that he and Mr. Morris had participated in a conference call with Prism regarding the beach cleaning contract. Mr. Morris said they had established a set number of hours for one year, which would be adjusted seasonally. Prism plans to meet to come up with a proposal, which will be presented at the next Committee meeting for the members to review.

He continued that powerwashing services would still be cut in half, and the request to increase service during certain times of the year, such as holidays, was removed from the proposal. Mr. Morris explained that this rate would have been much higher per hour.

Mr. Thornburg said his only concern was for when the contract would take effect, as the BID would not want service to be scaled back during the busy season. Chair Piedra said the proposed contract would be reviewed during the April

Committee meeting, which should provide sufficient time to make a decision on how to manage the hours.

**V. Communication to the City Commission**

None.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:30 p.m.

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