

APPROVED

SPECIAL MEETING

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
APRIL 20, 2012**

<u>BID MEMBER/CATEGORY</u>	<u>ATTENDANCE</u>	<u>PRESENT</u>	<u>ABSENT</u>
Amaury Piedra, Chair (Yankee Trader Hotel, A1A Trader, LLC)	P	10	0
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	A	7	5
Kenyata Allain (The Gallery at Beach Place)	P	9	1
Marcos Borrás (LXR Luxury Resorts & Hotels)	A	9	1
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	9	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	9	1
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	P	10	0
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Corp.)	A	6	4
Aiton Yaari (Beach Redevelopment Advisory Board)	P	8	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 Manager
Steve Anderson, Economic & Business Development Manager
Cate McCaffrey, Assistance Parks & Recreation Director
Eileen Furedi, Beach CRA Representative

Communications to City Commission

None.

I. Call to Order / Roll Call

Jim Oliver called the meeting to order at 2:35p.m. Roll was called and it was noted a quorum was present.

Mr. Piedra arrived at 2:45 p.m.

II. Discuss Smartphone Restaurant Application

David Loeb and Larry Zirbel, from Clear Village, Inc. discussed the options for delivering food from the Beach restaurants. There was agreement among the committee members that represented hotels that the service was not a profitable venture for them, but was a needed service so that they could compete with hotels in other beach communities that offered food and beverages to their guests on the beach. Since it is not a profitable venture, they were only interested in providing the service to their hotel guests.

The hotel representatives agreed that there should be geographic exclusive areas for the hotel restaurants, as hotels need to maintain their brand standards for their guests. They also believed it was necessary that hotel guests should be able to charge their food to their rooms.

The BID raised concerns about the application only being available on a smart phone, as many guests only bring their room key card to the beach. Therefore, it was agreed that there needs to be kiosks at strategic locations for guests to order and pick up food, and to handle mistakes and complaints. One suggestion was that the kiosks could be located near lifeguard stations.

The BID agreed that restaurants independent of hotels, could offer service regardless of geographic location. They believed that a third party delivery system made the most sense for independent restaurants, but believed that independent restaurants were best to decide that. The BID asked staff to schedule a meeting with the restaurants to discuss this proposal and get their feedback.

It was also agreed that there should be standardized packaging products that are approved by the City to be used by all restaurants, though hotels and restaurants should have the ability to place their logo on the packaging.

The BID asked that October 1, 2012 be the target date to kick off the service.

III. Communications to the City Commission

None.

IV. Old/New Business

None.

There being no further business to come before the Committee at this time, the meeting was adjourned at 3:25 p.m.