

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, MAY 14, 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)	A	8	1
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	7	4
Kenyata Allain (The Gallery at Beach Place)	P	8	1
Marcos Borrás (arr. 3:35 p.m.) (LXR Luxury Resorts & Hotels)	P	9	0
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	8	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	8	1
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	A	8	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Corp.)	P	6	3
Aiton Yaari (Beach Redevelopment Advisory Board)	P	7	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
Eileen Furedi, Economic Development Representative
Captain Daniel Oatmeyer, Fire
Captain Karen Dietrich, Police
Battalion Chief Tim Heiser, Fire
Commissioner Bruce Roberts

Communications to City Commission

None.

I. Call to Order / Roll Call

Andreas Ioannou called the meeting to order at 3:30 p.m. Roll was called and it was noted a quorum was present.

II. Election of Chair and Vice Chair

Mr. Rosenthal motioned to re-appoint Mr. Piedra as BID Chair, Mr. Allain seconded the motion. The motion passed 7-0.

Mr. Rosenthal motioned to appoint Mr. Oliver as Vice Chair, seconded by Mr. Yaari. The motion passed 7-0.

III. Approval of Minutes

Motion made by Mr. Allain, seconded by Mr. Oliver, to approve the minutes of the following meetings:

- March 12, 2012 – Regular Meeting
- April 2, 2012 – Special Meeting
- April 20, 2012 – Special Meeting

In a voice vote, the **motion** passed unanimously.

[The agenda items were taken out of order]

V. Walking Tour of Restaurants

Mr. Honey Jaks of Appetizers USA provided a summary of his organization's program. Appetizers USA schedules walking tours for approximately 30-50 people of area restaurants. The group visits participating restaurants where the restaurant provides free appetizers and ½ priced drinks. The stay at each restaurant is approximately ½ hour. The ultimate goal of the tour is to introduce the group to the restaurants, with the hope that they will return as a repeat customer.

The demographics of their group are typically 30-50 years of age, with disposable incomes. The group markets their tours through websites, mailings and print media.

VI. Staffing of Public Safety at Events

Captain Karen Dietrich from the Police Department explained how the Police Department determines costs for events. There are a variety of factors evaluated when determining staffing for an event. The number one factor is to insure public safety. The Department works with event organizers to manage costs. Examples include using officers at a detail pay rate as apposed to an overtime rate, and using Public Safety Aides (PSAs) where appropriate.

The Department conducts an after action review of the event after it is completed to improve efficiencies and to correct any issues for the next year's event.

Battalion Chief Tim Heiser from the Fire Department explained how the Fire Department evaluates events. They have mandated staffing requirements based on the number of people at an event. They also take a number of other factors into consideration when staffing of an event. These include the time of the event, whether there is alcohol being served, the presence of fireworks, and whether there is physical activities associated with the event.

IV. Beach Renourishment Update

City Commissioner Bruce Roberts introduced County Commissioner Chip LaMarca. Commissioner LaMarca thanked the Committee for having him there and encouraged them to contact his office if they had any questions or comments. Commissioner LaMarca introduced Eric Myers from Broward County, who will be coordinating the beach renourishment effort for Broward County.

Mr. Myers explained that there were two project areas – (1) An area in Pompano Beach and (2) An area beginning at a north boundary of Lauderdale-By-The-Sea's Commercial Pier, south to Terramar Street in Fort Lauderdale. The Lauderdale-By-The-Sea – Fort Lauderdale project had a number of issues that needed to be resolved. These include where the sand for the renourishment will come from, the potential of the new sand migrating to the hard bottom reef, and how the sand will be trucked to the area.

At this time the County is leaning toward using mined sand from North Florida, as that is the same sand source that was used to renourish the beach in front of Birch State Park. Trucking the sand to the area also poses a problem, as they estimate that 750,000 cubic yards of sand is needed to complete the project. Sand cannot be brought in during turtle nesting season (March-October), which leaves only four months during the year that the sand can be brought in. The time restrictions could result in the project taking up to three years to complete. The other issues discussed were the time of day the trucks will be bringing in the sand, and the route that the trucks will take to the beach to deliver the sand.

The project is estimated to cost approximately \$45M. The Federal Government will fund ½ of the total cost; the next 25% of the funding will come from the State of Florida, with the County/Local funding the remaining 25%.

VII. Discussion of Beach Cleaning

Donald Morris, Beach CRA Manager, presented a proposal to reduce the overall costs of beach cleaning and powerwashing activities. The proposal reduces the cleaning contract hours from 14,600 to 10,460 and eliminates the 20 days of additional staff provided in the original contract. The contractor will provide 8 hours of service from October 25th – March 31st (158 days), but reduce the service to 4 hours per day from April 1st – October 24th (207 days), thus reducing the cleaning contract cost by \$92,758.

The powerwashing contract will be reduced by 50%, thus reducing the contract cost by \$28,500.

The total combined reduction in cost will be \$121,258.

Motion made by Mr. Yaari, seconded by Mr. Oliver, to approve the proposed reductions to the beach cleaning and powerwashing contracts. In a voice vote, the **motion** passed unanimously.

VIII. Communication to the City Commission

None.

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