

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

**WESTIN BEACH RESORT AND SPA, FORT LAUDERDALE
321 N. FORT LAUDERDALE BEACH BLVD.
FORT LAUDERDALE, FLORIDA 33304
MONDAY, JULY 23, 2012, 9:00 A.M.**

BID MEMBER/CATEGORY	ATTENDANCE	PRESENT	ABSENT
Amaury Piedra, Chair (Yankee Trader Hotel, A1A Trader, LLC)	P	10	1
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	9	4
Kenyata Allain (The Gallery at Beach Place)	P	10	1
Marcos Borrás (LXR Luxury Resorts & Hotels)	P	10	1
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	10	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	10	1
Scott Brooks (The "W" Hotel, Capri Hotel, LLC)	P	10	1
Tom Hastings (Beach Place Towers, Marriott Resorts Hosp. Corp.)	P	7	4
Aiton Yaari (Beach Redevelopment Advisory Board)	A	8	5

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
Valerie Florestal, Financial Administrator, DSD

Communications to City Commission

None.

I. Call to Order / Roll Call

Amaury Piedra called the meeting to order at 9:00 a.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes – June 11, 2012

Motion made by Mr. Ioanou, seconded by Mr. Oliver, to approve the minutes of the June 11, 2012 meeting. In a voice vote, the **motion** passed unanimously.

III. BID Budget Planning Session

At the June 11, 2012 BID meeting the Board asked that they meet for a Special Planning Session to discuss their future spending priorities for the FY 2012-2013 budget. Mr. Morris introduced Valeria Florestal, Financial Administrator for the Department of Sustainable Development, who will be assisting with this year's budget.

PowerPoint Presentation

Mr. Morris provided a PowerPoint presentation that explained what Business Improvement Districts (BIDs) are, and what activities other BIDs in larger municipalities throughout the country were undertaking. In the presentation, Mr. Morris also provided the FY 2012-2013 Final Assessment (\$774,667,110), the Top Ten Assessed Property Owners, the Estimated Revenue (\$633,026), the Non-Discretionary Expenses and Discretionary Expenses. The Board expressed concern over the first-time charges for Indirect Administration (\$34,454) and the Information Technology (\$21,186) under the Non-Discretionary Expenses. Mr. Morris explained that in the past, the City's General Fund absorbed these costs. However, due to tightening budgets, the City was no longer able to do this. The Board felt that the charges were excessive. Mr. Amaury and Mr. Morris agreed to meet with the City Manager to discuss how those funds were calculated and report back to the Board.

Purpose of the BID

After the PowerPoint presentation, Mr. Morris posed the question, "What is the Purpose of our BID?", and asked each member to respond. The Board discussed each member's response and agreed that the purpose of the BID was to establish an identity or a "brand" for the beach through marketing, advertising and identifying and capitalizing on business opportunities. To coordinate these activities, the Board agreed that they needed to hire a professional BID Manager that was not a City employee.

Events

The Board then discussed the policy for funding events. They agreed that the first year's contribution should be "seed" money, with reduced contributions in subsequent years. The Board agreed that "for profit" events should be self-

sustaining at some point, which would free up money to fund other events. The Board also discussed the need for applicants to submit a formal application, which would require a marketing plan, and economic impact analysis and an explanation of how the event would aid in the BID's efforts to brand the beach.

Food Service on the Beach

The Board expressed frustration regarding the length of time it is taking to introduce food and alcohol service on the beach. Mr. Morris indicated that the City is still working on the smart phone restaurant application. The Board felt that the smart phone application was over-complicating the problem, and that the hotels could make it happen in front of their hotels without the application. Mr. Morris and Mr. Piedra agreed to discuss food service on the beach with the City Manager.

FY 2012-2013 Budget

The Board agreed that money should be set aside to hire a BID Manager, and that the remaining discretionary funds should be divided equally between marketing/advertising and special event funding. Mr. Morris indicated that the discretionary funds could be put in the "Other Services" line item, and dispersed as recommended by the BID.

Motion made by Mr. Ioannou, seconded by Mr. Oliver, to assume the current millage rate of .8525 per \$1000. In a voice vote the **motion** passed unanimously

Motion made by Mr. Oliver, seconded by Mr. Ioannou, to hire a professional administrator to manage the BID, that person should be a non-City employee. In a voice vote the **motion** passed unanimously.

Motion made by Mr. Oliver, seconded by Mr. Reed, to allocate all discretionary funds to Other Services. In a voice vote the **motion** passed unanimously.

IV. Communications to the City Commission

None.

V. Old/New Business

None.

There being no further business to come before the Committee at this time, the meeting was adjourned at 11:00 a.m.