

**APPROVED**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**

**100 N. ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
MONDAY, AUGUST 13, 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)	A	10	2
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	A	9	5
Kenyata Allain (The Gallery at Beach Place)	P	11	1
Marcos Borrás (LXR Luxury Resorts & Hotels)	A	10	2
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	11	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	11	1
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	P	11	1
Tom Hastings (Beach Place Towers, Marriott Resorts Hosp. Corp.)	P	8	4
Aiton Yaari (Beach Redevelopment Advisory Board)	A	9	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

**Communications to City Commission**

The BID unanimously supports marketing on the beach as a world-class tourist destination and must utilize their funding to this end. As a result of the \$56,160 in increased non-discretionary fees assessed by the City for Indirect Administrative and Information Technology charges, the BID will no longer supplement City cleaning services for the beach.

## **I. Call to Order / Roll Call**

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

## **II. Approval of Minutes – July 23, 2012**

**Motion** made by Mr. Reed, seconded by Mr. Cunningham, to approve the minutes of the July 23, 2012 meeting. In a voice vote, the **motion** passed unanimously.

## **III. Revised FY 2012-2013 Budget**

Mr. Morris presented the Board with the revised FY 2012-2013 BID Budget, based on the BID's July 23<sup>rd</sup> special budget planning session. He said the Assessed Revenue of \$633,987 reflected 96% of the total revenue. Also included was Earned Pool Investments of \$500, Ad Valorem of \$235, and Reserves of \$49,310, for total revenue of \$684,032. The non-discretionary expenses include: Special Assessment Consultant of \$4,000, BCPA per Parcel Charge of \$2,210, Indirect Administrative Charge of \$33,827, Information Technology Charge of \$22,333, Service Charge-City Attorney of \$3,275, BID Management Firm of \$100,000, and Other Services, as determined by the BID and the City Commission of \$518,587, with total expenses of \$684,032. During FY 2012-13, the Other Services may include Holiday Lights, Saturday Nite Alive, Marketing and Beach Cleaning.

**Motion** made by Mr. Yaari, seconded by Mr. Reed, to approve the FY 2012-2013 Budget as amended. In a voice vote, the **motion** passed unanimously.

## **IV. Review of Draft Event Application**

At the July 23<sup>rd</sup> Special BID meeting the Board 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.

Mr. Morris presented a draft application that addressed the BID's concerns expressed at the special budget planning session. The application was approved with the following amendments: 1) application should be submitted 120 days in advance and 2) applicant will need to explain in detail how the event would aid in the BID's efforts to establish an Identity or a Brand for the beach, "to enhance it as a world class destination."

**Motion** made by Mr. Yaari, seconded by Mr. Cunningham, to approve the application as amended. In a voice vote, the **motion** passed unanimously.

## **V. Discuss of Proposed BID Manager**

The Board discussed hiring a management firm instead of an individual (manager) to manage their day-to-day operations. The Board agreed that with a management firm, it will be possible to ramp personnel as needed. Mr. Morris explained the process would be an RFP and he would provide draft language for the Boards review at the next meeting. Any funds not utilized in this category would be reallocated as needed.

**Motion** made by Mr. Yaari, seconded by Mr. Hastings, to hire a management firm to manage their day-to-day operations. In a voice vote, the **motion** passed unanimously.

## **VI. Discuss Cleaning Contract Funding**

Mr. Morris said that per the BID's recommendation, the City Commission would review the cancellation of the Cleaning Contract at the August 28<sup>th</sup> City Commission meeting, and if approved, and that there would be a 30-day notice requirement after cancellation.

The Board expressed concern over the additional expense incurred from the City's Indirect Administrative and Information Technology charges (\$56,160) and the need to reduce any new cleaning contract by that same amount, so to not impact other initiatives that are priorities to the BID. They also agreed that powerwashing services were no longer needed and should be eliminated from any future RFP.

The Board asked Mr. Morris if he and Mr. Piedra met with the City Manger to expressed the Board's concerns regarding the additional charges. Mr. Morris indicated that he and Mr. Piedra recently had met with the City Manager and expressed the Board's concerns. However, Mr. Morris explained that the Indirect Administrative and Information Technology charges were being applied to all funds Citywide. The Board again expressed their concern over the charges and discussed eliminating the supplemental cleaning services completely and not issuing a new RFP. There was general agreement among the Board that the BID should no longer supplement City cleaning services.

The Board asked that a draft letter be prepared to communicate to the businesses that pay into the BID that the BID will no longer supplement City cleaning services.

**Motion** made by Mr. Reed, seconded by Mr. Hastings, to approve the following Communication to the City Commission. "The BID unanimously supports marketing on the beach as a world class tourist destination and must utilize their

funding to this end. As a result of the \$56,160 in increased non-discretionary fees assessed by the City for Indirect Administrative and Information Technology charges, the BID will no longer supplement City cleaning services for the beach.” In a voice vote the **motion** passed unanimously.

#### **VII. Update on Saturday Nite Alive**

Dan Barnett provided a PowerPoint presentation regarding the 2012 Saturday Nite Alive event series and the BID-sponsored marketing/promotional website MyFortLauderdaleBeach.com. The BID was supportive of both the event and the website.

#### **VIII. Communications to the City Commission**

The BID unanimously supports marketing on the beach as a world-class tourist destination and must utilize their funding to this end. As a result of the \$56,160 in increased non-discretionary fees assessed by the City for Indirect Administrative and Information Technology charges, the BID will no longer supplement City cleaning services for the beach.

#### **IX. Old/New Business**

None.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:45 p.m.