

**APPROVED**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**

**100 N. ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
MONDAY, SEPTEMBER 10, 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	1	0
Eduardo Fernandez - Greater Fort Lauderdale Chamber of Commerce, Beach Council	P	1	0
Kenyata Allain - The Gallery at Beach Place)	P	1	0
Marcos Borrás - LXR Luxury Resorts & Hotels	P	1	0
Bill Cunningham - Marriott Courtyard, PHF Oceanfront LP	P	1	0
Jim Oliver - The Ritz Carlton Hotel, Castillo Grand, LLC	A	0	1
Scott Brooks - The "W" Hotel, Capri Hotel, LLC	P	1	0
Tom Hastings - Beach Place Towers, Marriott Resorts Hosp. Corp.	A	0	1
Aiton Yaari - Beach Redevelopment Advisory Board	A	0	1

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**

None.

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

Mr. Piedra called the meeting to order at 4:00 p.m. Roll was called and it was noted a quorum was present.

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

**Motion** made by Mr. Cunningham, seconded by Mr. Fernandez, to approve the minutes of the August 13, 2012 meeting. In a voice vote, the **motion** passed unanimously.

## **III. Proposed Holiday Lighting Budget**

Mr. Morris explained that on August 8, 2012, the RFP Selection Committee for Holiday Lights met to hear oral presentations from three bidders. Brandano Displays, Inc. was selected due to their willingness to provide elements from each of their three (3) options, including a 3-dimensional lighted fish at the Las Olas Beach Entrance. Brandano Displays, Inc. also agreed to maintain certain displays through January and February, until the start of sea turtle nesting season. The total contract amount of \$132,682 will be split equally between the Beach Business Improvement District and the Beach Redevelopment Advisory Board.

**Motion** made by Mr. Kenyata, seconded by Mr. Borrás, to approve the Holiday Lighting Budget. In a voice vote, the **motion** passed unanimously.

## **IV. Draft RFP Language for BID Manager**

The Board discussed the scope of services and desired experience a Management Firm should process. The Board agreed that the selected firm should have previous experience in managing private/public partnerships, and actual experience in managing BID or similar agency. The firm's responsibility will include marketing and promoting Fort Lauderdale Beach as a world-class destination, attend Board meetings, manage the BID's budget and working closely with staff to coordinate events. Mr. Morris said he meet with Procurement and generate a draft RFP for the Boards review at their next meeting.

## **V. Draft Letter to Bid Contributors**

Chairperson, Mr. Piedra said the purpose of the letter was to inform the BID contributors of the elimination of the cleaning contract. The Board approved the draft letter to the BID contributors.

## **VI. Communication to the City Commission**

None.

## **VII. Old/New Business**

#### Wrapped Utility Boxes

Chairperson, Mr. Piedra handed out pictures of utility boxes located in the Downtown Fort Lauderdale area that are wrapped with photos, performing art visuals, colorful art renderings, and maps directing pedestrians to areas of interest. The DDA, Broward County and the Fort Lauderdale Historical Society, Inc. partnered on the project. The Board discussed the concept and agreed the wrapped boxes would enhance the sidewalks in the beach area. Mr. Piedra will research the project and report back to the Board at a later date.

#### Master Plan Public Improvement Project Open House

Mr. Morris reminded the Board of the open house meeting scheduled for, Wednesday, September 19<sup>th</sup> at the International Swimming Hall of Fame. The meeting will begin at 6:00 p.m. and will be showcasing all the proposed public improvements on the beach. He encouraged them to attend.

#### Food and Beverage on the Beach

Chairperson, Mr. Piedra said he and Mr. Morris recently met with the City Manager to inform him of the Boards frustration with the Food and Beverage application. The Board feels the application is too cumbersome and not necessary. They feel the hotels could provide this type of service to their customers and suggested scheduling a Special Workshop to discuss further and come up with a proposal.

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