

**APPROVED**

**SPECIAL BID MEETING**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**

**B OCEAN HOTEL  
999 N. FORT LAUDERDALE BEACH BLVD.  
FORT LAUDERDALE, FLORIDA 33304  
TUESDAY, OCTOBER 2, 2012, 9:00 A.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	P	2	0
- Yankee Trader Hotel, A1A Trader, LLC			
Eduardo Fernandez	P	2	0
- Greater Fort Lauderdale Chamber of Commerce, Beach Council			
Kenyata Allain	P	2	0
- The Gallery at Beach Place)			
Marcos Borrás	P	2	0
- LXR Luxury Resorts & Hotels			
Bill Cunningham	P	2	0
- Marriott Courtyard, PHF Oceanfront LP			
Jim Oliver	P	1	1
- The Ritz Carlton Hotel, Castillo Grand, LLC			
Dale Reed	P	2	0
- The "W" Hotel, Capri Hotel, LLC			
Tom Hastings	A	0	2
- Beach Place Towers, Marriott Resorts Hosp. Corp.			
Aiton Yaari	P	1	1
- Beach Redevelopment Advisory Board			

Scott Brooks, Alternate Board member for the "W" Hotel, Capri Hotel, LLC was also in attendance.

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 9:05 a.m. Roll was called and it was noted a quorum was present.

#### **II. Approval of Minutes – September 10, 2012**

**Motion** made by Mr. Reed, seconded by Mr. Oliver, to approve the minutes of the September 10, 2012 meeting. In a voice vote, the **motion** passed unanimously.

#### **III. Food and Beverage on the Beach**

Chair Piedra said the purpose of today's Special meeting was to provide the City Manager with a proposal on how to execute Food and Beverage on the beach. The Board agreed that the most logical scenario would be to designate areas on the beach in front of each hotel to be serviced by that hotel. The beach would essentially be an extension of their property. Additionally, if any of the restaurants wanted to provide service on the beach in front of their property, they would be given the same opportunity to apply for a permit. The Board discussed standardization of food and beverage products, such as cups and forks and that each hotel would be responsible for the removal of all trash generated from the sale of Food and Beverage on the beach in their area.

Mr. Morris suggested a Pilot Program and will work with Chair Piedra to draw up a draft for the Boards review at their next meeting.

#### **IV. Air Show Request for Funding**

Mr. Lilley, President, Lauderdale Air Show said the event was moved to April 20 through April 21, 2013 due to a conflict in scheduling.

Chair Piedra explained that the BID's plan was to provide "seed" money, with contributions reduced in subsequent years. Mr. Lilley's request was for \$75,000 for two years. The Board agreed that a two year commitment was necessary to give the event enough time to secure other funding so that is sustainable. They would revisit the event in year three to determine if it was self-sustainable.

**Motion** made by Mr. Reed, second by Mr. Yaari, to approve the \$75,000 funding request for the 2013 and 2014 Lauderdale Air Show events. In a voice vote, the **motion** passed unanimously.

## **V. Saturday Nite Alive Request For Funding**

Mr. Barnett, with Wizard Entertainment said the 10 Saturday Nite Alive (SNA) events would be from June 1, 2013 through August 3, 2013 (7:00 p.m. to 11:00 p.m.), and would include a variety of entertainment along A1A from Hall of Fame Drive, North, to Castillo Street. The event, now in its 5<sup>th</sup> year, draws thousands of visitors and residents to the area. The total cost of the event will be \$150,000.00, the Beach Redevelopment will fund \$45,000 and \$25,000 will be funded by sponsorship. Today's funding request is for \$80,000, which includes the website MyFortLauderdaleBeach.com.

**Motion** made by Mr. Yaari, seconded by Mr. Borrás, to approve the \$80,000 funding request. In a voice vote, the **motion** passed unanimously.

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

None.

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

### Update on Utility Box Wraps

As discussed at the September 10, 2012 BID meeting, Mr. Morris would research Utility Box Wraps and get back to the Board at their next meeting. Each unit will cost approximately \$750 and require a permit (\$150). The Board discussed the type of graphics they would like to see to include beach related scenes on one side and location maps, and maps of hotels and restaurants in the area on the other side. There are approximately 10-12 boxes. Mr. Morris will contact several companies and ask them to submit a design proposal and report back to the Board at their next meeting.

### Update on Letter to BID Contributors

Mr. Morris reported that approximately 450 letters were sent out to inform the BID contributors of the elimination of the cleaning contract, and their main focus in 2012 and 2013 will be to look for ways to promote Fort Lauderdale beach, increase tourism, and support / sponsor events that will benefit the residents and visitors. The Board suggested sending a letter to the BID contributors twice a year.

### Discussion of Crime on the Beach due to Turtle Lighting Regulations

Mr. Yaari said the beach is very dark during turtle season (March through October) and expressed his concerns of crime in the area.

The Board discussed the need for Sea Turtle Regulations, but agreed there needs to be a common ground. They suggested hiring a consultant / lobbyist who would represent them on those issues.

Special Commission Workshop to discuss Beach Feasibility Plans

October 9, 2012

Mr. Morris said there will be a Special Commission Open House Workshop October 9, 2012 from 6:00 to 8:00 p.m., to discuss Beach Feasibility Plans. He said the Commission needs input from everybody and suggested they attend.

There being no further business to come before the Committee at this time, the meeting was adjourned at 10:30 a.m.