

APPROVED

BID MEETING

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

**CITY HALL
8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301**

February 11, 2013, 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	P	5	0
Eduardo Fernandez - Greater Fort Lauderdale Chamber of Commerce, Beach Council	P	3	2
Kenyata Allain - The Gallery at Beach Place)	A	4	1
Marcos Borrás - LXR Luxury Resorts & Hotels	P	4	1
Bill Cunningham - Marriott Courtyard, PHF Oceanfront LP	P	4	1
Jim Oliver - The Ritz Carlton Hotel, Castillo Grand, LLC	A	3	2
Scott Brooks - The "W" Hotel, Capri Hotel, LLC	P	4	1
Tom Hastings - Beach Place Towers, Marriott Resorts Hosp. Corp.	A	0	5

At this time there are 8 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, Economic Reinvestment 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 3:40 p.m. Roll was called and it was noted this Board had a quorum.

II. Approval of Minutes

Motion made by Mr. Cunningham, seconded by Mr. Borrás, to approve the minutes of the November 16, 2012 and December 21, 2012 meeting. In a voice vote, the **motion** passed unanimously.

III. Discussion of Food and Beverage on the Beach

Mr. Morris said the Food and Beverage proposal was presented to the City Commission by Chair Piedra at the January 22, 2013 meeting. He explained that the Commission was supportive of the idea, but had concerns about alcohol (licensing). Mr. Morris continued, that the Commission asked Staff to move forward in the process and revisit the issue of serving alcohol at a later date. Mr. Morris said the Commission asked the BID to present the proposal to the Central Beach Alliance for their input. Further details as to the date/time of the meeting will be provided at a later date.

The Board will meet for a Special Workshop on March 8, 2013, at the Westin Beach Resort and Spa, Fort Lauderdale to discuss the permitting process, insurance requirements, serving on city property, changing the code, who could participate, and any other requirements that need to be met to provide the service.

IV. Flavors of Fort Lauderdale Funding Request

The Board reviewed the Flavors of Fort Lauderdale funding request application for 2013. The four-day event is scheduled for November 14-17, 2013 and will take place at the Las Olas Marina (E. Las Olas Circle at Cortez).

Flavors held their first event in 2012, described as a celebration of the culinary lifestyle and casual elegance that South Florida has to offer featuring the finest culinary offerings from local and regional restaurants and chefs. The BID sponsored the 2012 event in the amount of \$60,000.

Mr. Martinez said they had unanticipated costs in 2012 and projecting to 2013, their current request is in the amount of \$150,000 a year for two years. He said they expect to be self-sustaining and breakeven after their fifth year.

Discussion followed as to event revenue sources, consumer ticket sales, vendor participation (exhibitors), parking cost issues, and signage issues. Mr. Morris advised Mr. Martinez to reach out to the proper City departments to discuss parking and signage issues.

The Board agreed they did a great job last year, but explained that they had a finite amount of money in their budget and could only commit to \$60,000 a year for two years.

Motion made by Mr. Fernandez, seconded by Mr. Cunningham, to recommend to the City Commission the \$60,000 sponsorship for Flavors of Flavors of Fort Lauderdale, for the next two fiscal years. In a voice vote, the **motion** passed unanimously.

V. Art Serves Brunch on the Beach Funding Request

Ms. Abbate explained the project was an extension of Saturday Night Alive (SNA), which provided activities on the beach for tourists and locals. They plan to integrate the beach cuisine with art by working with hotels and restaurants to include art on verandas, in lobby space, and gift shops, etc. Brunch specials will be offered by beach-front restaurants and hotels, plus art kiosks, displays and entertainment activities provided by local artisans coordinated by ArtServe. The event dates will mirror SNA, ten consecutive Sundays from June 2-July 28 (10 am-2 pm).

The funding request is for the tents at the hotels, along A1A and the Las Olas area, near the Ritz Carlton. Ms. Abbate said the event would be self-sustaining over the next two or three years.

Motion made by Mr. Cunningham, second by Mr. Fernandez, that the BID contribute \$10,000 to ArtServes Brunch on the Beach. In a voice vote the **motion** passed unanimously.

VI. Communication to the City Commission

None.

VII. Old/New Business

BID Manager RFP Update

The BID members will serve on the Evaluation Committee for the Manager. Mr. Morris reported the proposal was advertised and four responses were received. He explained to the Board they would be provided with a Committee package,

instructions and scoring sheets that they will need to review before the March 11, 2013 Evaluation Committee meeting.

Rock the Ocean Update

Chair Piedra announced that Rock the Ocean Update will on the March 18, 2013 BID agenda.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:25 p.m.