

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

**CITY HALL
8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
APRIL 8, 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	A	7	1
Eduardo Fernandez - Greater Fort Lauderdale Chamber of Commerce, Beach Council	P	6	2
Kenyata Allain - The Gallery at Beach Place)	A	6	2
Marcos Borrás - LXR Luxury Resorts & Hotels	P	7	1
Bill Cunningham - Marriott Courtyard, PHF Oceanfront LP	P	7	1
Jim Oliver - The Ritz Carlton Hotel, Castillo Grand, LLC	A	3	5
Dale Reed - The "W" Hotel, Capri Hotel, LLC	P	7	1

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
DJ Williams-Persad, Assistant City Attorney
Jorg Hruschka, Chief Service Officer, Office of City Manager Neighbor Support

Communications to City Commission

None.

I. Call to Order / Roll Call

Mr. Cunningham called the meeting to order at 3:30 p.m. Roll was called and it was noted this Board had a quorum.

II. Approval of Minutes –

- **March 8, 2013 - Workshop**
- **March 11, 2013 – Selection Committee**

Motion made by Mr. Fernandez, second by Mr. Reed, to approve the minutes of the March 8, 2013 and March 11, 2013 meeting. In a voice vote, the **motion** passed unanimously.

III. Proposed AirTran Magazine / Fort Lauderdale Market Profile

Mr. Scott Hargrove with AirTran Airways gave a presentation regarding an article on Fort Lauderdale in AirTran's in flight magazine to be sponsored in part by the BID. He said he would like to promote Fort Lauderdale as one of the go to destinations in their network and believes an article will drive additional traffic into the area. He passed out media kits for Board review.

After discussion by the BID members it was agreed that a marketing plan needs to be drafted prior to any commitment to fund marketing initiatives.

IV. Food and Beverage Service Legal Concerns and Ordinance Changes

Mr. Morris introduced DJ Williams-Persad, Assistant City Attorney, who was asked to attend the meeting to discuss some of the legal concerns pertaining to the Food and Beverage Service. Ms. Williams-Persad explained that currently there are ordinances that prohibit this type of activity, and a pilot program would need to be adopted to allow for this initiative.

She continued by saying that the City needs to show how this type of service will benefit both our residents and visitors.

Discussion followed regarding who would administer and enforce the program, issue permits, and the assignment of zones.

Mr. Morris said Staff will prepare a permit package. He explained that the program will not be finalized until the later part of the year, due to required ordinance amendments and BID and City Commission final approvals.

V. BID Management Consultant Work Program

BID Manager, Dan Barnett introduced Wizard Marketing Director, Ms. Jalixa Ramirez. He said he would like to discuss some of the projects the Board is currently working on.

Board discussion followed as to finalizing the Utility Box Wrap project, budgeting for beach cleanup during Spring Break and holiday weekends and setting up a process to determine how many extra man hours will be needed during those busy times of the year. Mr. Almy, Parks and Recreation Supervisor will be invited to the next meeting to answer questions and assist in the process.

The Board continued their discussion of enhancing their relationship with the Greater Fort Lauderdale Convention and Visitors Bureau (CVB) to learn more about marketing Fort Lauderdale Beach. They discussed cruise ship initiatives, branding Fort Lauderdale Beach, and Flavors of Fort Lauderdale.

Jorg Hruschka, the new Chief Service Officer for Neighbors Support introduced himself and said he would be happy to help out.

VI. Communication to the City Commission

None.

VII. Old/New Business

None.

There being no further business to come before the Committee at this time, the meeting was adjourned at 5:30 p.m.