

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

**CITY HALL
8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
MAY 24, 2013, 2:00 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	8	1
Eduardo Fernandez - Greater Fort Lauderdale Chamber of Commerce, Beach Council	P	7	2
Kenyata Allain - The Gallery at Beach Place	P	7	2
Marcos Borrás - LXR Luxury Resorts & Hotels	P	8	1
Bill Cunningham - Marriott Courtyard, PHF Oceanfront LP	P	8	1
Dale Reed - The "W" Hotel, Capri Hotel, LLC	P	8	1
Tom Hastings - Beach Place Towers, Marriott Resorts Hosp. Corp.	P	1	0
Ina Lee - Beach Community Redevelopment Agency (CRA)	P	1	0

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
Mark Almy, Parks and Recreation Department
Dan Barnett, Wizard Entertainment
J. Opplerlee, Recording Secretary, Prototype, Inc.

Communications to City Commission

1. The Board recommends by consensus that the City Commission consider extending the hours of operation for both beach chair vendors and lifeguards during daylight savings time, pursuant to public requests.

2. The Board also recommends by consensus that the City Commission create a proactive plan to rebuild the barrier island as quickly and efficiently as possible after a major storm event.

I. Call to Order / Roll Call

- **Quorum**

Chair Piedra called the meeting to order at 2:10 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes: April 8, 2013

Motion made by Ms. Lee, seconded by Mr. Borrás, to approve. In a voice vote, the **motion** passed unanimously.

III. Budgeting for Beach Cleanup

Mr. Morris recalled that over spring break, regular City cleaning services were supplemented for roughly two weeks. The Committee had determined that they would like to supplement these services at other times of the year, and hoped to identify funding that could be used for this purpose. He introduced Mark Almy of the Parks and Recreation Department, explaining that Mr. Almy could identify the times in which additional services were most needed, so the Committee could set aside funds for these services in both the current and 2013-14 budgets.

Mr. Almy distributed a list of dates and events during the year in which supplemental cleaning may be needed. He pointed out spring break in particular, advising that the regular cleaning staff arrives at 8 p.m. and works until 5 a.m.; this service could be supplemented by adding a crew of five workers at a cost of roughly \$500 per day. Mr. Almy observed that spring break cleanup lasted an additional 21 days in 2013, which cost approximately \$7000; with a four-person crew, 21 days would cost roughly \$10,000.

He continued that during the Air Show, a 10-person crew is needed in Fort Lauderdale Beach Park alone. An additional crew of five is also needed to ensure the sidewalks, gutters, and roadways are as clean as possible. Mr. Almy continued that Memorial Day weekend would cost an extra \$4000 for a crew of six over this three-day period. There is no overtime for these contract services, although charges become higher after midnight.

Mr. Reed asked if additional City services would be provided over the coming Memorial Day weekend. Mr. Almy confirmed this, stating that a six-person crew will keep the event area clean. City Staff will be present in order to assist with the

event itself, including setting up and breaking down. They will assist the six-person cleaning crew as they are able.

Ms. Lee asked if the additional crew would be added onto the City's budget, as the City sponsors the Memorial Day events. She explained that she wished to know if any City funds go to Parks and Recreation to assist them in paying for extra services. Mr. Almy said he submits a bill to the City, but was not aware of how all event funds were distributed.

Mr. Morris advised that because the Memorial Day event is a City-sponsored event, a set amount of money is budgeted for the various services necessary to hold that event. The City also seeks sponsorships for the event. Mr. Fernandez stated that if the City is budgeting for an event, they should ensure there are sufficient funds to cover supplemental cleaning services. Mr. Almy noted that during spring break, Parks and Recreation is funded in part with money from the Sanitation Department.

Ms. Lee recalled that in the past, the City had supplied a great deal of extra funds to keep the beach clean during spring break. This work had not included supplemental services of any type. Later on, the BID began funding additional cleaning. Mr. Almy explained that he had begun working in the beach area in 2007, but could not speak to any services prior to this date.

Mr. Morris observed that service levels are often affected by budgets, and the City has experienced some budget issues, which resulted in a reduction of the City's beach cleaning crew. The City pays for constant service throughout the year; any additional services would need to be added to their cleaning budget.

Chair Piedra thanked Mr. Almy for compiling the list. He explained that the Committee had been reacting to recent circumstances, and will make a determination on whether or not to add services on specific dates.

Mr. Fernandez noted that the only non-holiday beach event was the Air Show, and stated that the BID should be careful in budgeting extra cleaning for privately produced income-generating events, as they did not want to create an unwanted precedent. Chair Piedra commented that the BID will need to discuss the Air Show in general for the next year so they can have a clearer understanding of what the promoter is doing to market this event. He recalled that he had seen no marketing or promotion of the event this spring.

Chair Piedra requested that Mr. Almy include dates during the holidays so extra services would be budgeted from December 26 through January 2. The BID would then review the amended document and proceed.

Mr. Almy advised that July 4 will fall on a Friday in 2014, which will include the entire weekend. He pointed out that the BID may wish to add an extra day to the listed July 4 supplemental services.

Ms. Lee stated that she would like to see a line item cost for all City services at any events the BID funds. These services extend beyond cleanup and would include Police and other services provided by the City. Mr. Borrás added that it could also be helpful for the BID to see a list of the revenue generated by an event. Chair Piedra agreed that the BID would like to see how their funding was used, such as toward marketing or other services.

Mr. Morris said any funds provided by the BID must be used to pay for City services, and would be returned to the Committee if unused. He advised that the BID did not give the City money: instead, funds are placed in an escrow account from which Police, Fire, and other services are hired, and payment is provided once the City sends an invoice.

Mr. Barnett suggested that if the BID augments beach cleaning services, they should request a clear definition of the services that are provided prior to this augmentation. This would prevent the Committee from paying for services that were already provided on these days. Mr. Almy cited the recent Air Show as an example, stating that City Staff cleans the entire beach; they are supplemented by a team that focuses on Fort Lauderdale Beach Park and the area from Las Olas Boulevard to Beach Place.

Mr. Reed proposed that once the BID has determined how much they would like to spend on supplemental cleaning, these funds should not be allocated for any services not above and beyond what is already provided.

Chair Piedra requested a dollar figure for the proposed extra cleaning dates, including the December and January dates added by the Board. The amount to be set aside for additional cleaning will be determined further when the budget is discussed by the BID later in the summer, after they have reviewed the coming Memorial Day event.

Motion made by Ms. Lee, seconded by Mr. Fernandez, to approve supplemental cleaning for July 4th. In a voice vote, the **motion** passed unanimously.

Ms. Lee reiterated that she would like to see a line item in the City's July 4 budget clarifying how funds provided by the Beach CRA were spent on City services. Mr. Morris replied that money being spent by the CRA would go specifically toward the cost of fireworks.

IV. FY 2013 Budget Update

Mr. Morris provided copies of the BID's budget to date, which was requested at the April meeting. From a budget of \$684,000, expenditures have come to \$103,000 thus far. He pointed out that Wizard Entertainment's fee would come from the "Other Services" line item, which includes funds not allocated toward events such as Saturday Nite Alive, holiday lights, and Flavors of Fort Lauderdale. The BID may determine how funds in Other Services may be allocated.

Mr. Fernandez asked if funds provided to the Air Show came from this line item. Mr. Morris explained that these monies would come from the line item for promotional contributions or marketing, neither of which reflects any charges at this time. He anticipated that a sizable amount of money would remain at the end of the fiscal year to carry over into 2013-14. He added that the budget could be updated and provided on a monthly basis if that was the BID's desire.

He continued that the budget is based on final tax revenue, which is estimated on June 1. The BID will hire an individual to calculate the top 10 businesses within the BID based on revenue projections for the coming year, although he cautioned that they typically collect only 95% of this revenue. At this point, the projected budget is estimated at \$634,000.

V. FY 2014 Budget Priorities

Mr. Morris stated that he and Mr. Barnett have discussed this budget, reviewing figures from the previous year in order to help determine the BID's priorities. He requested additional input from the Committee members in order to help put the 2013-14 budget together.

Chair Piedra suggested that the BID schedule a workshop in order to review the event calendar and budget to identify any missing pieces or opportunities. This would allow them to provide some guidance to Mr. Barnett regarding additional events for the following year.

Mr. Fernandez recalled that when the Air Show's promoter had requested funds from the Committee, the BID did not have a marketing plan; he felt a plan should be developed in the future so they could determine whether or not a given event was a good option. Chair Piedra agreed, and emphasized the need to work with other entities, such as the Convention and Visitors' Bureau (CVB).

Ms. Lee added that the BID should develop a promotional tool that will show the community of what they do. Chair Piedra commented that he had sent letters to every business entity that contributes to the BID, but he had received no responses. Mr. Morris recalled that when the BID had invited contributors to attend a meeting to discuss food and beverage service on the beach, only two individuals had been in attendance. Mr. Reed suggested that in lieu of a letter,

the BID could hold a quarterly event in which they would present their accomplishments and upcoming events.

Mr. Barnett proposed that during the workshop, the BID should develop a strong project so they can inform the community about it. This would provide a focus for their work in 2014. Mr. Fernandez added that the audience should be the general population rather than only the CBA.

Mr. Borrás asked if the BID had access to a database of businesses that contribute to revenue. Mr. Morris said this information is available from the Property Appraiser's Office, although it did not include the businesses' email addresses. He noted that email blasts can be sent to the appropriate neighborhood organizations. Mr. Reed agreed that contributors alone should not be the BID's target audience, and emphasized the need to associate www.myfortlauderdalebeach.com with the BID.

Mr. Barnett distributed copies of a marketing document to the members, noting that it includes the Saturday Nite Alive and ArtServe Brunch events; the marketing concept for these events was "Stay the Night." He suggested that this marketing could target the nearby community, showing that the BID makes events such as these possible.

Ms. Lee stated that the BID should seek to send this marketing piece to all Wizard Entertainment's and the individual hotels' contacts as well, as this would help to fill hotel rooms within the BID. Mr. Reed remarked that the document would need to be sufficiently flexible for each hotel to include its own logo and/or brand. Mr. Barnett said the top of the document could include a heading such as "BID Presents," as well as the City's and Beach CRA's brands.

The following Item was taken out of order on the Agenda.

VII. Old / New Business

- **Utility Box Wrap Draft Bid**

Mr. Morris recalled that some time ago, the BID had discussed wrapping the utility boxes located on the beach. He stated that the Committee had originally talked about wrapping 10 to 15 boxes; however, 24 boxes have been identified within the BID. He distributed a document including a graphic of the boxes' locations, noting that Staff had determined where it may or may not be appropriate to include a wrap.

He added that Staff has also struggled to determine what would be appropriate graphics. The CVB will allow the BID to use their www.sunny.org graphics in addition to www.myfortlauderdalebeach.com . Mr. Morris provided examples of

what the wraps might look like. Wraps cost \$750-\$1000 each, which meant wraps for all 24 boxes would cost approximately \$24,000.

Ms. Lee pointed out that the wraps would be a permanent marketing tool, and recommended the addition of a scan tag, which could be updated on a regular basis to promote various events. She felt the wraps would be a marketing “home run.”

Mr. Morris suggested that the wraps could be concentrated in areas near local landmarks within the BID, such as the Bonnet House and the International Swimming Hall of Fame. He clarified that the wraps would be a one-time expense, although he recommended establishing a maintenance fund in the event that any wraps might be damaged.

The members briefly discussed the potential location of the wraps, noting that in some areas, the utility boxes are very close together and not all of them would require wraps. Mr. Morris added that the graphics would vary on wraps that were close to each other.

Mr. Fernandez asked if the wraps could be used as sponsorship opportunities for landmarks and businesses in the City. Chair Piedra advised that it would be best to maintain continuity of the wraps rather than to sell advertising. Mr. Morris added that any advertising on wraps would need to be City- or CVB-related. He concluded that he would bring the graphics back to the Board for their approval before they are put out for bid.

Ms. Lee cautioned that some contributors to the BID might feel their businesses were not represented regarding the placement of the wraps. Mr. Morris pointed out that the wraps would be placed close to major landmarks and within the entertainment area. He added that this potential concern would be taken into consideration when finalizing the graphics. Ms. Lee also noted that the BID’s website lists all the restaurants, hotels, and other attractions, and could be embedded in the wraps’ scan tags.

Ms. Lee requested an update on the issue of food and beverage service on the beach. Mr. Morris said the participants’ containers, menus, and signage need to be standardized, and signs would need to be placed at the entrance of various zones. The possibility of zones not belonging to hotels would also require further discussion before it is sent to the City Commission. He stated that he is working with the City’s Legal Department on the issue of changing the Ordinance.

Mr. Morris continued that he has also met with Code Enforcement, as permit applications will be necessary for food and beverage service. He has recommended that while Code Enforcement will not seek out violations on the

beach, enforcement of appropriate restaurants within zones or cleanliness on the beach will be addressed, beginning with a warning for a first infraction.

Chair Piedra reported that he had received some comments from guests regarding the need to return their beach chairs at 5 p.m. during daylight savings hours, when individuals are on the beach past this time. He asked if any other BID members had heard feedback on this issue.

Mr. Morris advised that a change in this policy would also involve changing the lifeguards' hours on the beach, which also end at 5 p.m.; allowing City vendors to provide services after 5 p.m. would mean more individuals remain on the beach without a lifeguard on duty. He stated that changing the hours of operation for the beach chair vendor would mean a corresponding change for lifeguards in order to promote public safety.

Mr. Morris recommended that if the Committee wanted to request an extension to the hours of operation, they needed to send a communication to the City Commission, requesting them to reconsider the hours of operation and possibly the beach chair contract as well. Chair Piedra added that there are restrictions within the contract that make it difficult for the vendors to provide certain services.

VI. Communications to the City Commission

The BID agreed by consensus on the following communication to the City Commission: they recommended that the City Commission consider extending the hours of operation for both beach chair vendors and lifeguards during daylight savings time, pursuant to public requests.

Mr. Borrás stated that the beach chair vendor's contract should be revised. Mr. Morris clarified that the vendor has not yet signed this contract and is operating out of contract at present. Chair Piedra suggested that the vendor be invited to an upcoming BID meeting to review and discuss the contract. He added that the City should also send a representative to this meeting.

Ms. Lee suggested a second communication to the City Commission, stating that there is no plan in place to easily rebuild the beach if a major hurricane occurred. She explained that some businesses and condominiums would not be able to rebuild to their current standards because of zoning changes.

Mr. Morris explained that current zoning requires any structure that experienced a 50% or greater loss of its value to rebuild according to current Code, which would mean changes in height, floor plan, and other specifications. In addition, if a current structure does not meet building Code, the new structure must meet this requirement.

Ms. Lee pointed out that other Florida cities have established a plan to address this possibility and expedite the rebuilding process. Chair Piedra observed that this was somewhat outside the BID's scope. Mr. Morris stated that this is an issue that applies City-wide, and any such plan would probably need to apply City-wide, not just to the beach.

Mr. Reed did not agree that the suggestion was outside the scope of the BID. He asserted that following a catastrophic event, affected business owners may need to go through "a re-entitlement process" with the City. Mr. Fernandez stated that he did not see a downside to the BID going on record to make the same recommendation.

Ms. Lee advised that she planned to propose the same communication to the Beach CRA.

The members also agreed by consensus on the following communication to the City Commission: they requested that the City Commission create a proactive plan to rebuild the barrier island as quickly and efficiently as possible after a major storm event.

- **Election of Vice Chair**

Mr. Borrás nominated Mr. Cunningham for Vice Chair. Mr. Cunningham declined the nomination.

Ms. Lee nominated Mr. Reed for Vice Chair, seconded by Mr. Fernandez. In a voice vote, Mr. Reed was unanimously elected Vice Chair.

There being no further business to come before the Committee at this time, the meeting was adjourned at 3:32 p.m.