

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

CITY HALL
8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
JUNE 10, 2013, 3:30 P.M.

<u>BID MEMBER/CATEGORY</u>	<u>ATTENDANCE</u>	<u>PRESENT</u>	<u>ABSENT</u>
Amaury Piedra, Chair	P	9	1
- Yankee Trader Hotel, A1A Trader, LLC			
Eduardo Fernandez	P	8	2
- Greater Fort Lauderdale Chamber of Commerce, Beach Council			
Kenyata Allain	P	8	2
- The Gallery at Beach Place			
Marcos Borrás	A	8	2
- LXR Luxury Resorts & Hotels			
Bill Cunningham	P	9	1
- Marriott Courtyard, PHF Oceanfront LP			
Dale Reed	A	8	2
- The "W" Hotel, Capri Hotel, LLC			
Tom Hastings	P	2	0
- Beach Place Towers, Marriott Resorts Hosp. Corp.			
Ina Lee	A	1	1
- Beach Community Redevelopment Agency (CRA)			

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 Administrator
Dan Barnett, Wizard Entertainment
Major Michael Gregory, Fort Lauderdale Police Department
Captain John Bollinger, Fort Lauderdale Police Department
J. Oppenlee, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

- **Quorum**

Chair Piedra called the meeting to order at 3:41 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes – May 24, 2013

Motion made by Mr. Fernandez, seconded by Mr. Allain, to approve the minutes of the last meeting. In a voice vote, the **motion** passed unanimously.

III. Beach Cleaning Update

Chair Piedra advised that he and Mr. Morris had met with representatives of the Parks and Recreation Department, and copies of the proposed supplemental beach cleaning schedule had been sent to the Committee members.

Mr. Morris recalled that the Committee had made it clear they did not wish to sponsor cleaning services during particular events, such as the recent Memorial Day event; the consensus had been that the event sponsors should pay for this service. Over a holiday weekend, however, the Committee would be willing to supplement these services, as an influx of beachgoers could be expected.

Chair Piedra pointed out that additional dates had been listed on the supplemental schedule. These were not event dates but which corresponded with very high occupancy and/or visibility on the beach. These dates include the International Boat Show and the interim period between Christmas and New Year's Day.

Mr. Morris continued that if supplemental cleaning is added per fiscal year, the cost of beach cleaning will be \$25,655. He noted that some of the proposed dates, such as the July 4th weekend, will fall under the current fiscal year's budget. He distributed an amended 2012-13 budget reflecting this addition, stating that next year's budget would be discussed further at an upcoming BID workshop, along with other priorities for 2013-14.

Chair Piedra advised that supplemental services had already been approved for July 2013 so Parks and Recreation could schedule these services. He pointed out that the cost of beach cleaning has been reduced from nearly \$500,000 per year to just over \$25,000. He concluded that the schedule could be adjusted further if the Committee felt it was necessary.

Mr. Fernandez observed that some specific dates are clearly outlined, while other time periods, such as spring break, were more loosely defined. Chair Piedra said there were 21 days of spring break included in the schedule; while these dates may be subject to change, he felt three weeks was a reasonable time frame.

Mr. Fernandez noted that the regular cleaning crew would be scheduled for July 4, 2013, as this date falls on a Thursday; for the holiday weekend, however, supplemental service would begin on July 5. Chair Piedra agreed that supplemental cleaning should begin on July 4.

Mr. Hastings asked if the BID would monitor the cleaning schedule to ensure that the size of supplemental crews was appropriate and whether or not additional days were needed for special events. Mr. Morris confirmed this, adding that if the members saw work not being done, they should advise him immediately so he could inform Parks and Recreation.

IV. Beach Security Discussion

Chair Piedra introduced Major Michael Gregory of the Fort Lauderdale Police Department. He explained that there had been a great deal of feedback regarding Memorial Day weekend from residents, businesses, and visitors, and the Committee had wished to learn how they could assist the Police Department in the future to better address certain situations if they recur.

Major Gregory advised that the Major in charge of the beach area is Major Raul Diaz. He also introduced Day Shift Commander Captain John Bollinger. Major Gregory stated that the Police Department prepares for all special events and holidays on the beach, which meant a plan was in place to deal with the recent holiday weekend. There had been communication prior to the weekend that, due to crackdowns in the Miami Beach area, there could be an increase of visitors to the Fort Lauderdale beach. To prepare for this influx, Major Diaz had tripled the staffing dedicated to the event plan for Memorial Day weekend.

Major Gregory continued that there were even larger crowds than expected on the beach for the holiday weekend; there was also extra activity in the Fort Lauderdale Beach Park area, and an event at Exit 66 that was heavily advertised via social media. There were additional special events in the entertainment district, where the greatest activity was concentrated.

He stated that an incident had occurred in front of Beach Place, which consisted of a fight and a large number of spectators. Because this occurred in a small area, the size of the incident may have been overestimated. No weapons were involved in the incident and only two to three people participated in the fight, which interrupted traffic on A1A until it was broken up by Officers responding to the disturbance. One arrest was made as a result of the incident.

Major Gregory said another result of the incident was a large number of people leaving Beach Place and extending into the roadway. He concluded that the Police Department cannot determine whether crowds of this size, including the

large crowds at Fort Lauderdale Beach Park and Exit 66, can continue to be expected at future beach events, although he reiterated that larger than normal crowds are anticipated. As a consequence of the incident at Beach Place, the Police Department will have an increased presence on the beach during July 4th to deal with any unforeseen issues. More resources will also be added to the beach for other upcoming holidays.

Chair Piedra stated that the Police Department had done a good job in dealing with the incident. He noted that postings of the incident on social media had contributed to a feeling among some guests that the area could be unsafe.

Capt. Bollinger advised that the Department had not received any indication that there could be an influx of visitors from Miami or South Beach until the last minute, as these locations were the traditional host of local events such as Urban Beach Week. He explained that Police in those locations had taken steps similar to Fort Lauderdale's response to spring break crowds, which proved to be effective.

Major Gregory added that another contributing factor was the number and type of events hosted in the beach area at the same time, such as the Exit 66 event and simultaneous events at other businesses. He pointed out that rules governing the entertainment district require that the Police Department be notified of special events at least one week in advance; while the Department was aware of the Exit 66 event, they were not notified of events planned for Beach Place. Corrections and changes are expected to be made to how events are handled at this location in the future.

Mr. Barnett asked how long an increased Police presence is expected in the beach area. Major Gregory said this will continue through the July 4th weekend in order to increase the perception of a safe environment for visitors. Officers will be on bicycles and horseback.

Mr. Morris noted that businesses in this district are allowed to remain open later than normal; the separation requirement between establishments with a certain type of liquor license is waived, and entertainment can extend later into the night. He agreed that part of the responsibility of businesses in this district includes the provision of adequate security and notice to the Police Department in order to maintain a positive effect on the district's neighbors.

Mr. Hastings emphasized the need to manage visitors' perception of the area, as he had seen and heard several comments from guests that they did not feel secure in the area over Memorial Day weekend. Major Gregory said the entertainment district was established with the intent to bring in economic activity; however, due to the concentration of businesses in a relatively small area, there is also a greater possibility for interaction between large groups of people. He

reiterated that this is another reason businesses inside this district must provide an appropriate level of security, so Officers are not drawn from other areas to respond to this district.

Dan Lindblade, President of the Greater Fort Lauderdale Chamber of Commerce, said he had been present on the beach over Memorial Day weekend and characterized the crowd as very different from that of the previous year's event. He asked how many arrests were made over the holiday weekend. Capt. Bollinger replied that five arrests occurred over the entire weekend. He encouraged the Committee members to view YouTube videos of the incident, which show that it was an isolated occurrence that attracted a crowd, and a strong Police presence responded to the incident.

Mr. Lindblade said the issue was the potential ripple effect of the incident on Saturday Nite Alive and other family-friendly events in the beach area. He noted that another issue was difficulty in leaving the barrier island during the holiday weekend, which was exacerbated by bridge construction and colored lights in the area. He added that it would also be helpful for businesses in the area to be informed of expected increases in visitors as well as planned events so they can advise their guests accordingly.

Chair Piedra asked if the BID can assist the Police Department in dealing with future issues. Capt. Bollinger recommended that hotels inform the Department if bookings increase significantly on certain weekends, as not all events in the area are advertised outside social media. He clarified that this meant weekends both during and outside major holidays.

Chair Piedra agreed with this need for communication, and suggested that key stakeholders may wish to meet prior to next year's Memorial Day weekend to devise the best possible plan for events. He noted that there had also been cases of employees finding it difficult to get to work. Major Gregory pointed out that the bridge construction and traffic issues can be expected to continue throughout the rest of the year and be exacerbated during major events. He suggested that businesses may wish to arrange for trolleys to shuttle guests and/or employees during special events, as the Police Department cannot stop traffic from coming to the beach.

Mr. Fernandez commented that the Beach Council and Chamber of Commerce have established a system that notifies hoteliers of weather issues so they can prepare accordingly. He proposed devising a similar method to communicate about events so information is disseminated between business managers and operators.

He continued that the BID should also take "a very aggressive stance" with regard to the type of events they wished to see on the beach. He recommended

discussing this with all business owners in the area, emphasizing the need to “be smart” about the events they choose to schedule.

Mr. Morris explained that this would have to be done within the business community itself, as the City cannot take a position on what kinds of events a business may host. Major Gregory recalled that in the past, security directors from the various hotels had held monthly meetings and communicated via email and fax. He suggested that the BID may wish to revisit this policy and determine how much and what kind of information the hoteliers wished to share.

Chair Piedra thanked Major Gregory and Capt. Bollinger for their attendance at the meeting.

Mr. Morris pointed out that a network of businesses has already been established for communications during hurricane season, and proposed using this same network for business communications. Chair Piedra agreed that this could help address any future situations.

V. BID Manager Update

Mr. Barnett informed the Board that he had been in touch with the individual in charge of the creative design of the promenade area in June. One possible design for this area is a coral reef with sea life. Mr. Barnett added that he had emphasized the need to make the design photograph-friendly for visitors.

Chair Piedra said he had asked how much money was spent to sponsor Saturday Nite Alive, which came to \$20,000. He explained that the BID should consider ways to raise this amount without making an out-of-pocket contribution. Mr. Barnett noted that the Isle Casino Pompano Park event location is mentioned in the Saturday Nite Alive press release, as well as on the event’s pocket folder. He pointed out that this business was a title sponsor the previous year and an entertainment sponsor two years ago.

Mr. Morris observed that BID policy states the Saturday Nite Alive event should become self-supporting at some point. Chair Piedra noted that there are several entities the BID would like to see as event sponsors, even if they are technically outside the boundaries of the district.

Mr. Fernandez recalled that there had been a suggestion to remove any reference to Pompano from sponsorship materials; if this approach is taken, it would mean a major sponsor is not allowed to advertise itself. Mr. Barnett agreed that this would be problematic, and pointed out that this particular sponsorship is mentioned on several materials, including banners, signage, and print.

Chair Piedra asserted that it would be very difficult to find new sponsors within the BID itself: the question was whether or not to keep sponsorships within the boundaries of Fort Lauderdale. He characterized this as “tunnel vision,” and recommended that the BID not limit itself in this manner. Mr. Morris agreed it would be very difficult for the event to become self-sufficient within these parameters.

Mr. Barnett continued that it could be helpful to invite Dorian Curry Media Services to present co-op possibilities with the Convention Visitors Bureau (CVB) to the BID. This would let the Committee know what co-op opportunities are available. He recommended asking the firm to submit a written proposal to be discussed at an upcoming BID workshop, to be followed by inviting Dorian Curry Media Services to a BID meeting.

Chair Piedra commented that when special events are discussed at the workshop, the BID could determine the best opportunities and time periods in which events could be added. Mr. Morris reminded the Committee that events would need to be limited during turtle season.

Mr. Barnett continued that he would also like to reach out to strategic marketing and branding companies to seek proposals and ideas for creating a beach destination. He offered to invite these companies to the upcoming workshop. Chair Piedra stated that the Committee should also review some of the gaps in sponsorship for Saturday Nite Alive and how this would relate to making the event self-sufficient within three years.

VI. 2013 BID Budget Update

Mr. Morris provided copies of an updated budget from June 6, which includes revenue totals and carry-overs from the previous fiscal year. The BID’s total projected revenue, including carry-overs, is \$706,000. He cautioned that this tax revenue should be anticipated at approximately 95%, however, as it would not be wise to expect the full amount.

He reviewed the document for the Committee members, noting that once current commitments are met, roughly \$202,000 will remain to be carried over if it is not spent, although this amount will decrease slightly due to the plan for supplemental beach cleaning in July. Mr. Morris concluded that potential plans for this money will be discussed further at the upcoming workshop.

Chair Piedra requested an update on the utility box wraps. Mr. Morris recalled that designs had been presented at the May Committee meeting, and an additional design was planned. These wraps will be placed on the backs of certain utility boxes at major landmarks throughout the BID. The wraps will include the www.sunny.org logo on the front, as well as a finalized

www.myfortlauderdalebeach.com logo. The cost is anticipated at roughly \$1000 per wrap. Mr. Morris recommended budgeting some maintenance funds for the wraps in case they must be replaced or repaired.

VII. Communications to the City Commission

None.

VIII. Old / New Business

None.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:30 p.m.

[Minutes prepared by K. McGuire, Prototype, Inc.]