

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

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

| <u>BID MEMBER/CATEGORY</u> | <u>ATTENDANCE</u> | <u>PRESENT</u> | <u>ABSENT</u> |
|--|--------------------------|-----------------------|----------------------|
| Amaury Piedra, Chair | A | 9 | 2 |
| - Yankee Trader Hotel, A1A Trader, LLC | | | |
| Eduardo Fernandez | P | 9 | 2 |
| - Greater Fort Lauderdale Chamber of Commerce, Beach Council | | | |
| Kenyata Allain | P | 9 | 2 |
| - The Gallery at Beach Place | | | |
| Marcos Borrás | A | 8 | 3 |
| - LXR Luxury Resorts & Hotels | | | |
| Bill Cunningham | P | 10 | 1 |
| - Marriott Courtyard, PHF Oceanfront LP | | | |
| Dale Reed | P | 9 | 2 |
| - The "W" Hotel, Capri Hotel, LLC | | | |
| Tom Hastings | P | 3 | 0 |
| - Beach Place Towers, Marriott Resorts Hosp. Corp. | | | |
| Ina Lee | P | 2 | 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

Earl Prizlee, Engineering Design Manager

Valerie Florestal, Financial Administrator, Department of Sustainable Development

Dan Barnett, Wizard Entertainment, BID Manager

Lisa Edmondson, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

- **Quorum**

Mr. Reed assumed the role of Chair since Mr. Piedra was absent. Acting Chair Reed called the meeting to order at 3:35 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes

- **June 10, 2013 / Regular meeting**
- **June 21, 2013 / Workshop**

Motion by Mr. Fernandez, seconded by Mr. Cunningham, to approve the minutes of the June 10, 2013, and the June 21, 2013, meetings with the correction noted ("Mr. Fernendez" should be "Mr. Fernandez"). In a voice vote, the motion passed unanimously.

III. Beach Master Plan Project Presentation (not addressed at this time)

IV. FY 2014 BID Budget and Rate Recommendation - Donald Morris, Economic Reinvestment Administrator

Mr. Morris advised the Board that at this meeting they need to approve the budget and the rate for FY 2014. He referred to the Proposed Beach BID Budget FY 2014 that he distributed.

Mr. Morris pointed out that indirect administrative charges decreased 29% from the prior year, and the IT charges went down 7%.

Chair Reed asked about the basis of allocations, and Mr. Morris replied that they were the same as the prior year. Ms. Florestal commented that the City hired a consultant who has been analyzing each area, and she did not think the IT allocation was down to where it should be yet.

Ms. Lee asked if the amounts for the holiday lights were for this year or for next year, and Mr. Morris replied they were for next year, noting they were placeholder amounts.

Ms. Lee verified that if they decide not to fund something, the money would go back in to fund something else.

Mr. Morris reviewed the budget line items. He pointed out that "Additional Programs and Events" reflects the money that has not been earmarked for anything. If that amount is added to the \$349,000 at the bottom of the page, that

is what can be spent on programs and initiatives over the next fiscal year. He added that would include such expenditures as the hiring of a marketing agency.

Mr. Morris asked for a recommendation for the budget and the rate at this meeting. He said the rate will be set on the next day at the maximum high rate of .8525, but advised the Committee to re-evaluate the rate during the next fiscal year.

Mr. Fernandez asked for a history of the rate, and Mr. Morris said that they started at a higher rate, but have used the .8525 for the last five years.

Discussion ensued on what the rate might be in the future.

Mr. Morris commented that they are not projecting a 3.5% increase in assessed valuation on the beach every year, even though that is what happened this year. He thought they would probably see smaller increases, but projections are difficult with the present market.

Mr. Cunningham was curious how the “uncollectibles” come about. Mr. Morris replied that they collect about 96% in the BID; if they do collect the remaining 4%, it rolls into the following year’s budget.

Ms. Lee asked if she could vote on this matter, since Saturday Nite Alive has advertised with her over the past few years. Mr. Morris advised her to abstain and submit a conflict of interest form.

Mr. Fernandez was curious how much money was saved from changing the cleaning contract, and Mr. Morris replied approximately \$347,000.

Motion by Mr. Fernandez, seconded by Mr. Hastings, to approve the special assessment rate of .8525 per \$1,000 for the 2014 budget and to recommend the budget approval. In a voice vote, the motion passed unanimously with Ms. Lee abstaining.

III. Beach Master Plan Project Presentation - Earl Prizlee, Engineering Design Manager

Chair Reed returned to this item in the agenda.

Mr. Prizlee stated they are replacing the Wave Wall lights and, using a physical sample, demonstrated how the lights will work. He said the light drivers should be done by August 20, 2013. The project was funded 50% by the CRA and 50% by a 2008 bond for beach improvements.

Mr. Prizlee presented concept drawings, providing an overview of the projects in the Beach Master Plan.

Mr. Prizlee commented that the Sebastian/Alhambra improvements should be done within the year.

Mr. Prizlee pointed out the impediments for pedestrians on the west side of A1A, and described how they would be removed or consolidated. There would be pavement textures on the walkway, and the obstructions would be out of the way (between the cars and people) so that people could walk on the sidewalk. The walkway will extend from the northern limits of the CRA to the turn around by the Oasis Café.

In response to a question, Mr. Prizlee stated that the lights on the east side were changed out about a year ago, and said the lights on the west side will be changed out to something similar to the existing lighting but with more light spread.

Mr. Hastings asked about tree replacement, and Mr. Prizlee replied that preliminary review show four lights in a block. The spacing would be tighter, and the trees would be worked in. Mr. Morris added there are vision triangles at the corners where they cannot have obstructions for motorists. Mr. Prizlee commented that the traditional design standards have been lowered because it is a slower speed area, and there are modifications they can make to the site triangles.

Mr. Prizlee addressed the east side of A1A, saying they are working with FDOT on a \$1 million resurfacing project from the bridge near 17 Street north to Sunrise Boulevard, and west to the Las Olas Bridge. They will add one foot to the lane now used for bicycles and possibly designate it as a bike lane.

Regarding Almond Avenue, Mr. Prizlee stated they will underground the utilities and turn it into a one-way street, making it more of a “people” street.

Mr. Prizlee mentioned that the Las Olas Beach Plaza is missing infrastructure, and the traffic signal mast arms obstruct the view. He said they will change the surface of the pavers, install electrical infrastructure and remove the light poles and trees to frame the view.

Regarding the Intracoastal Promenade/Marine Expansion, Mr. Prizlee commented that the marina now has 3,000 linear feet of dockage. In the plan, they will get 5,000 linear feet of flexible dockage. This will allow them to put various sized of boats next to each other. Mr. Prizlee remarked that the parking lot now fills up on holidays and events, but sits vacant the rest of the week. If

demand arises, they can build a parking garage on the footprint of the parking lot. In that scenario, Mr. Prizlee said there would be a significant net loss of parking.

Mr. Prizlee showed another rendering of the Promenade, which will happen with or without the marina. It would be a walkway around the perimeter with trees and lighting.

Mr. Prizlee stated that the CRA had committed \$8.5 million to developing the perimeter walkway; and the marina was intended to be self-supporting, including construction costs. He further commented that the marina would have to bond out about \$20 million with the understanding that there might be a Florida Inland Navigation District (FIND) grant of \$7 to \$8 million. The local FIND representative has proposed only \$3 million toward the project, leaving a \$4 million shortfall of grant funding. Mr. Prizlee said that the marina project is now on hold due to the financial feasibility issues.

Mr. Prizlee continued that the portion that will be dredged has sea grass mitigation, which they are now pricing. That amount will be in addition to the \$20 million.

Regarding Oceanside Plaza, Mr. Prizlee said the present parking lot has 242 parking spaces, but has a deed restriction on it to be open space or a parking garage no more than four stories in height. There was a parking garage proposed, but they have reverted to examining the goals and objectives of the corridor due to lack of support for the garage. He showed a rendering of a possible solution. Two parking garages flanking the bridge could be used during peak parking times. Wide walkways and roadway shifting could be provided as a gateway to the beach. Mr. Prizlee noted that the roadway shifting is controversial and may not happen. They want to have no net loss in parking for this project.

Chair Reed asked if the Promenade would be eliminated, and Mr. Prizlee replied that it would not.

Ms. Lee asked about the trolley, and Mr. Prizlee said they are thinking of a tram that looks like a monorail. In addition, they would have interactive parking signs to indicate parking availability in specific parking areas.

Regarding the ISHOF, Mr. Prizlee mentioned that the CRA has \$24 million invested. There is parking bond for \$7 million to pay for the parking garage. The project is now in the verification phase, working out floor plans and space allocation.

Mr. Prizlee summarized the costs of the various projects, amounting to \$70 million altogether, with \$46 million coming from the CRA and \$24 million from the BID:

- Sebastian - \$2.2 million
- Las Olas - \$22 million plus \$7 million bond loan
- Intracoastal Promenade - \$8.5 million
- Almond Avenue - \$2 million
- Westside Streetscape Improvements - \$6.5 million
- Dredging - \$4 million (not in the actual marina)

Ms. Lee sought input from the hoteliers on these projects.

Mr. Cunningham asked about the time frame, and Mr. Morris said the CRA sunsets in November of 2019. At that time, all projects need to be funded.

Ms. Lee advised the Committee that in September there will be a joint meeting of the City Commission (sitting as the CRA) and the Beach Redevelopment Advisory Board to iron out any miscommunication. Ms. Lee asked the hoteliers if the expansion of the marina would be a higher priority than the amount of money it would take to widen or reposition A1A.

Mr. Fernandez commented most of the projects are already happening, but Ms. Lee said some are still undecided. Mr. Fernandez thought the marina could be more beneficial to the hotels, but not necessarily. He was not sure of the direct economic impact to their businesses. He added anything that enhances the experience of a resident and a visitor (such as parking) is money well spent.

Mr. Barnett said the key is affordable covered parking. Mr. Prizlee offered to provide a link to an online parking study.

Mr. Cunningham said the only revenue-producing project is the Aquatics Complex, although the others provide general improvements.

Mr. Barnett wondered how the BID could be effective with their opinions on the projects. Mr. Morris responded the CRA could bring plans to the BID for recommendations. In addition, they could express their opinions at the joint meeting in September.

Chair Reed thought all the improvements would benefit the beach, but did not think any of them would drive increased tourism. Mr. Morris hoped that the projects would provide incentives for tourists to stay a few more days or at least make their experience more enjoyable. Mr. Morris added that Las Olas would become a more desirable venue for cafes and stores.

Mr. Hernandez said that developing retail at the beach would be difficult because stores may not stay.

Mr. Cunningham mentioned North Beach Village as a possible venue for more retail, but Ms. Lee pointed out that is outside of the CRA and they do not have enough money for the infrastructure.

Ms. Lee wondered if the sidewalks on A1A and Seabreeze from Bahia Mar to Las Olas were being redone. Mr. Prizlee answered that one project works on the west side of A1A, and one section is part of the Bahia Mar Beach Walk project. Mr. Morris mentioned there is one stretch that would be difficult to improve, because there is not a lot of sidewalk at that point.

Mr. Prizlee concluded by saying once they get the consultants and things are in motion, everybody has to work together and agree on a construction schedule, impacts, etc.

IV. FY 2014 BID Budget and Rate Recommendation (Already addressed)

V. Communications to the City Commission

None.

VI. Old/New Business

Ms. Lee asked if anything had happened since the workshop meeting, and Mr. Barnett replied they started contacting people about Fort Lauderdale as a destination for events. They have talked to people regarding boat races, volleyball and various other events and referred the Committee to his handout, "Future Event Research."

Mr. Barnett said that the South Beach Wine and Food Festival said they could not do two events so close together geographically. He proposed approaching someone else who does a similar event, but not in this region.

Mr. Barnett summarized the results of the contacts he has made so far. He said that his list of 15 prospects is going to turn into a list of 40. Mr. Barnett also remarked that this approach was a good idea because these people already know how to stage an event.

Mr. Barnett also mentioned that Fort Lauderdale is much easier to get to than some other Florida destinations such as Pensacola, and people can save money flying into Fort Lauderdale.

Mr. Fernandez remarked that weekends are not the time that the hotels need visitors, but events mostly occur on weekends. He wondered if they can stretch an event beyond the Friday/Saturday time.

Mr. Barnett reported that Saturday Nite Alive is going very well, and they have been promoting myfortlauderdalebeach.com. He referred to the handout "June Analytics Report," which showed greatly increased website, Facebook, and Twitter traffic.

Mr. Barnett then reviewed the updates and changes to the website, which resulted in easier navigation and enhanced interface with social media.

Ms. Lee asked if there had been a meeting Dorian Curry yet, and Mr. Barnett said that he and Mr. Morris met with procurement first to find out how to proceed with the bidding process. Mr. Barnett continued that they are setting up a meeting about the co-op advertising.

Ms. Lee reported on the "turtle light" meeting, and the meeting that Commissioner Trantalis called for the "Memorial Day Incident." She said there were no incidents like that on the Fourth of July weekend. She applauded the communication between the business community, the Police Department, and the Chamber of Commerce. She advised hotels to report any incidents immediately.

Upon **motion** duly made and seconded, the meeting was adjourned at 4:58 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

Proposed Beach BID Budget FY 2014 - Donald Morris

June Analytics Report - Dan Barnett

BID Future Event Research - Dan Barnett