

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

**CITY HALL
8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
AUGUST 12, 2013, 3:30 P.M.**

<u>BID MEMBER/CATEGORY</u>	<u>ATTENDANCE</u>	<u>PRESENT</u>	<u>ABSENT</u>
Amaury Piedra, Chair	A	9	3
- Yankee Trader Hotel, A1A Trader, LLC			
Eduardo Fernandez	P	10	2
- Greater Fort Lauderdale Chamber of Commerce, Beach Council			
Kenyata Allain	P	10	2
- The Gallery at Beach Place			
Marcos Borrás (arr. 3:50 p.m.)	P	9	3
- LXR Luxury Resorts & Hotels			
Bill Cunningham	P	11	1
- Marriott Courtyard, PHF Oceanfront	P		
Dale Reed, Vice Chair (arr. 3:58 p.m.)	P	10	2
- The "W" Hotel, Capri Hotel, LLC			
Ina Lee	P	3	1
- Beach Community Redevelopment Agency (CRA)			

Mr. Morris noted that Tom Hastings had resigned from the Board.

At this time there are 7 appointed members to the Board, which means 4 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, BID Manager
Eileen Furedi, Clerk II
Lisa Edmondson, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

- **Quorum**

Since Chair Piedra and Vice Chair Reed were not present, Mr. Morris called the meeting to order at 3:35 p.m. Roll was called and it was noted a quorum was present.

Mr. Morris proceeded to Item IV on the agenda.

IV. Utility Box Update - Dan Barnett, Wizard Entertainment

Mr. Barnett remarked that the objective was to make the boxes look creative enough to move forward. He described the boxes, referring to graphic images. Mr. Barnett said they always try to have the front face be the main graphic image; the side pieces could match that, and the back could include additional information. He showed some different options. Mr. Barnett also proposed having a mall directory on the back.

Mr. Morris said the lifespan of the boxes would be three to four years, depending on vandalism issues. Interim updates might be necessary due to turnover in restaurant ownership or name. Mr. Morris added that the restaurants could also be identified by sectors or areas.

Ms. Lee asked if only the BID area restaurants would be on the front, and Mr. Morris replied that he did not think so.

Mr. Barnett said that once the boxes are in place, they could put red stars on the map to indicate "you are here." The graphics would be designed in such a way that restaurant names could be patched so it would be adaptable. Mr. Barnett also commented that the signs would be designed to be used without a smart phone in the daylight hours and with a smart phone at night.

Mr. Fernandez verified that the artwork would alternate from box to box. Mr. Barnett explained that they would get more specific on the artwork locations when the boxes were installed.

Mr. Fernandez asked about using some of the CVB's campaign images, and Mr. Morris responded that they did not have the desired selection of graphics. Mr. Fernandez wondered if they would have to purchase artwork/photos, and Mr. Barnett responded that they have sourced the graphics so far at no cost. In addition, they are trying not to focus in on any one property in the photos.

Ms. Lee recommended mixing different ethnicities in the people shots.

Ms. Lee wondered how a person would see the back of the box, and Mr. Barnett explained it would be viewed from the sidewalk. For the most part, the entire box

could be viewed. He elaborated that they will take the look of the website and banners and add those into the graphics in order to have a consistent brand.

[Mr. Borrás arrived at 3:50 p.m.]

Mr. Morris stated they have the graphics set and have the money to go out for bid; he would like to do the project before the end of the fiscal year.

Mr. Barnett distributed four samples of visuals and said he had hoped for feedback on those.

Mr. Fernandez commented that if a side is of a solid color, it may be tempting for someone to post a “for sale” ad or poster on. Mr. Morris said the boxes could be designed similarly to the ones downtown, where there has not been much of a problem with graffiti.

Ms. Lee recommended that members of the Board read the activity report commissioned by the Convention and Visitor’s Bureau. The top reasons people come here is family/friends, water activities, and dining/shopping. She wanted to see a beach shot showing more activities going on, and a shot of outdoor dining with the ocean in the background. There was also a comment that a sunrise photo would be nice.

There was a short discussion about the potential graffiti issue.

Mr. Fernandez suggested including an image that would appeal to the LGBT community.

Mr. Morris said there are 24 boxes, and sometimes there are blocks in between them, so it might not matter if two of the same were “next to each other.”

Mr. Cunningham suggested showing exciting activities to add energy to the displays.

Mr. Barnett said the website (myfortlauderdalebeach.com) is going live on the next day and suggested doing an overview at the next meeting. He added it is a revamped interactive site that works with all devices. He described some of the updates. Funding was provided by revenue from Saturday Night Alive and also by Friends of myfortlauderdalebeach.com. Mr. Barnett added they already have a company that has paid to be on the site.

[Vice Chair Reed arrived at 3:58 p.m.]

Mr. Barnett reiterated how important it is to establish their brand and make it consistent.

Mr. Barnett provided Mr. Borrás with several alternative banner designs for his input. Mr. Borrás said they want to stay away from putting anything on the bridge at this time due to design changes taking place.

Ms. Lee wondered if they could contact the owner of the property where the mural was knocked down in a hurricane and use that location for promotion. Mr. Morris did not think that could be done; it would have to be a continuation of the graphic currently remaining.

Mr. Borrás asked if the website had a booking engine for reservations, and Mr. Barnett replied that a person could access a hotel website by clicking on "hotels." He added they did not want to have a feature where a person could compare rates on one page. Mr. Borrás suggested that a booking engine might be a revenue generator. Mr. Barnett brought up some possible scenarios involved with having a booking engine on the site. At this time, they are providing non-beach businesses a presence on the site by having them pay an annual fee.

Ms. Lee pointed out there is an email blast that goes out monthly to the hotels so they can change their offers and so forth. Mr. Barnett said the hotels can also view the competition's activity on the site.

Mr. Barnett shared feedback from an offshore boat racing company; he said they were "excited" to be contacted about coming back to Fort Lauderdale. Mr. Barnett showed a financial impact study of the last race they did. He will work with the State of Florida and Broward County regarding anchoring boats in the reef areas.

Mr. Barnett also said he is working with two pro volleyball companies about bringing pro volleyball to the beach.

Mr. Borrás mentioned a beach soccer tournament in Sarasota that has about 1,000 people attending and small setup costs, but great media coverage. He said the events manager for the tournament is very interested in Fort Lauderdale, and it could become an annual event.

Vice Chair Reed wondered what boats would be anchored in the reef zone, and Mr. Barnett replied they would be spectator boats. It was mentioned that the air show has the same issue, and the boats must be past the reef line. Mr. Barnett said they hope to be able to bring the boats in closer to the event.

Vice Chair Reed said that for the 4th of July event, the individual boat owners are responsible for where they anchor their boat. Vice Chair Reed speculated that if there were two major events that need the reef area for their boats, maybe they could split the cost.

Lastly, Mr. Barnett reported that Saturday Night Alive finished on August 3, and was the best year yet, except for two bad rain-outs.

Ms. Lee asked how Art Serve's brunch did, and Mr. Barnett replied it was they moved the time from noon to 4:00 p.m., which was disappointing for some who wanted brunch. He added they had limited artists, but for a first year event, he thought it went all right.

Mr. Cunningham mentioned a sidewalk art festival in Santa Barbara which also features eats and drinks on the side.

Vice Chair Reed then returned to the agenda.

II. Approval of Minutes

- **June 8, 2013**

Motion by Ms. Lee, seconded by Ms. Cunningham, to approve the minutes of the June 8, 2013, meeting. In a voice vote, the motion passed unanimously.

Vice Chair Reed introduced Mary Louise Fitzgibbons, the new General Manager of the W hotel; Vice Chair Reed said she will serve as his backup to the BID.

III. Food and Beverage Update - Not addressed at this time

V. Holiday Display Proposal - Pat Brandano, Brandano Displays

Mr. Morris stated that Brandano Displays was selected for a three-year contract with a two-year option after that.

Mr. Brandano said they are trying to incorporate more technology this year, adding more dramatic lighting with audio components. The audio show will run in approximate 20-minute intervals.

Mr. Brandano told the Board they created an abstract sailboat theme, and he shared the designs with the Board. He said it is intended to draw attention to itself and be a focal point for photographs. He continued there would be two different components: one for the holidays (programmed animated light show with four different songs); and one for the post-holiday three months (teal wrap instead of snowflake wrap, with changed music). Mr. Brandano pointed out that all the components will be outlined in three different shades of lights, with a total of 40 channels for lighting.

Ms. Lee wondered if anything other than the lighted sails would occur in the springtime. Mr. Brandano replied that they will still have the light show, but will not have the holiday music/components. Mr. Morris said the concept is that a photo of it will look like a postcard with the ocean background.

Ms. Lee recommended incorporating the display somehow with Winterfest, due to its media impact.

Mr. Brandano reiterated it would be the perfect photo opportunity site.

Mr. Fernandez wondered how the turtle lighting would come into play in the spring. Mr. Morris said the display would be taken down by the end of February so that there would not be a problem.

Mr. Brandano continued they would have "big noise" speakers at night and also something tied in with Winterfest.

Mr. Fernandez inquired about the materials used in the display and wondered if it could stay up during turtle season. Mr. Brandano explained the outside would be architectural foam reinforced with steel. Mr. Morris said the DEP would not allow the structure to remain after March 1. He added they had a special dispensation for the 100 sign, and will not be able to get it again.

Mr. Barnett shared that they discussed having a permanent version of the design (like a frame) somewhere on the beach with a riser behind it so a family could step up into the photograph.

Ms. Lee asked what one would see coming down from the bridge. Mr. Morris said the whole display would be visible. Ms. Lee said it would be a good idea to mark locations for people to take photos. Mr. Brandano said they were going to create a place for people to stand. Vice Chair Reed suggesting figuring out a way to move the greeting to the middle sail.

Mr. Borrás thought the design was too busy. Mr. Brandano said the snowflakes are projections, and the graphics would be more subtle. Mr. Morris said the teal version was cleaner, but Mr. Borrás thought the snowflakes were "too much." Mr. Morris said they can take a look at that. He added they try to do something "bigger and better" each year, and the scale of the project reflects that; the middle of the display is 22 feet tall. Mr. Fernandez agreed the scale should be big, but also thought the design aspect could be simpler.

Mr. Barnett mentioned that they discussed having a 10-minute show at 7:00 p.m. and one at 9:00 p.m. when the "busy" part of the display would happen. The rest of the time it has a winter theme. By January 1, the display shifts to the teal design.

Ms. Lee brought up the upscale branding of the utility boxes and suggested keeping the design more simple and elegant. It was mentioned that the lighting was what really brought the fish display to life.

Mr. Morris expressed concern about having the greetings part on the sailboat because sails are very symmetric, and he was not sure how it would look. He wondered if the greeting could be done with projection. Mr. Brandano thought the actual display would look better than the illustration.

Discussion ensued about where the greeting should be located.

Ms. Fitzgibbons wondered if there could be a geo-tracking component at the site, so that when someone uploads the picture to social media, it would say exactly where it was taken.

Motion by Ms. Lee, seconded by Mr. Fernandez, to approve the concept including what they discussed, to tone down a little of the busy-ness, and to make sure that wherever someone takes the picture, the location "Greetings from Fort Lauderdale" be very visible. In a voice vote, the motion passed unanimously.

There was a question on maintenance, and Mr. Brandano said they had to perform maintenance every day on the fish. Mr. Morris added they do not want to put up barricades, and the "waves" will serve as barricades.

Mr. Brandano stated they would not put snowflakes on the base, and if there is anything busy, it will be on the electronic end.

Ms. Lee stated that after whatever year his contract is up, she wanted to change the lighting so that the lights they used last year are on both sides. Mr. Morris said they will "bring it back."

III. Food and Beverage Update - Donald Morris, Economic Reinvestment Administrator

Mr. Morris reported they had been meeting with the Legal Department and with the Procurement Department to generate a framework on how to move forward. He said they came up with a draft of an application for BID members.

Mr. Morris commented they had discussed having some zones exclusive to hotels and others available for restaurants. He showed the zones on an aerial view of the beach. He said he showed a few areas as restaurant zones because there are hotels and restaurants close together (Bubba Gump's and Beach

Place). Mr. Cunningham said they have food service in their hotel, and they would be fine if Bubba Gump's wanted to provide the service.

Mr. Morris pointed out that the restaurant zones have a 500-foot radius, and restaurants within a zone could apply if they so desired. He described each zone, referring to the aerial photo. There are six restaurant zones and seven hotel zones.

Mr. Morris continued that if a hotel (in a hotel zone) is not interested in providing the service, that zone would be opened up to a restaurant zone so that restaurants could apply if they are within 500 feet. The decisions would be made through a selection committee of non-beach business owners, and there would be two restaurants per zone (initially).

Mr. Morris went on to describe the process a restaurant would go through. An interested restaurant would submit a packet of information describing how they would address all the requirements of providing the service. The packet would be reviewed by Code Compliance. If approved, the restaurant would receive a one-year permit with two optional years (because it would be a pilot program). Mr. Morris said they would measure the impact of the program on the beach to figure out what to do in the future.

Mr. Morris reviewed the packet of standards, which included minimum requirements pertaining to uniforms, delivery, containers, signage, menu specifications, clean-up, electronic ordering devices, consistent service times, liability (\$1 million), proof of insurance and health department clearance. He said there is a proposed \$100 application fee. The fee will help cover processing costs. If the fee is not high enough, they will re-evaluate it.

Mr. Morris pointed out that there will be an enforcement mechanism. He said the first warning should be verbal, second would be written, and third would be a move to revoke their permit. Revoking the permit could also be spurred by having three different kinds of violations. Mr. Morris said the point is to provide the service without impacting City services.

Mr. Fernandez recommended being very specific as to what the violation entails so there is no confusion. Mr. Morris explained there will be passive enforcement - meaning that Code Compliance will not go looking for the violations, but if they are driving by and see something, they will stop.

Ms. Lee expressed concern about overflowing trash containers. Mr. Morris said they will have to specify that the restaurants do not use City trash containers.

Mr. Morris advised the Board they would finalize the proposal over the next month. He mentioned they made a commitment with the CBA to go back to them

with the proposal. Mr. Morris said he heard they had concerns with hotel-exclusive zones and limiting the number of restaurants. After meeting with the CBA, the matter will be put on a conference agenda for the City Commission with a draft ordinance.

It was brought up that not many people expect this to be a money-making venture, but rather a service provided to the beach goers. However, some may think it will be a gold mine.

Discussion ensued about having service on the Bonnet House area of the beach. Mr. Morris did not know if they could license anybody to provide service there. However, it was noted that the Bonnet House does have events on their beach.

Mr. Morris stated he will try to bring back a draft ordinance and an application package to the next meeting.

Ms. Lee wondered when the project might start, and Mr. Morris replied it depends on how quickly the City Commission approves it. He hoped it could be done before the end of the year. Because it will be a procurement process for the restaurants, they will have to go through something similar to an RFP. Hotels can just submit the application packet. Both will have to go through the committee, however.

Ms. Lee suggested that Mr. Morris, Chair Piedra, and Vice Chair Reed meet with the Board of the CBA before presenting before the general membership of the CBA.

Vice Chair Reed did not think there was anything in the deal for the CBA. Ms. Lee thought some background work might be helpful. There was discussion about the restaurants in the area.

Mr. Morris commented that they have been directed by the City Commission to work with the CBA.

Vice Chair Reed suggested they should have a conversation with **Parrot/Pierre/Paris** and find out if they want to participate in the program. He also suggested a program where everybody offers a 10% discount to anyone with a driver's license with a beach zip code. Mr. Morris and others thought it was a good idea, but the program is city-wide and a City ordinance. Giving one group of residents an advantage over others may create dissension. Mr. Morris stated he would look into the possibility.

VI. Communications to the City Commission

None.

VII. Old/New Business

Ms. Lee brought up a situation that is occurring at the beach. She went to the beach on the previous night between 5:00 and 7:00 p.m. She said a lot of people were walking around with open containers, many from Fat Tuesday's. She walked around and observed nobody was stopping people from leaving Beach Place with open containers. There was no police presence on the beach for the hour and a half she was there. Ms. Lee relayed that she also drove up and down the beach and noticed about 30 or 40 people standing outside of Beach Place. She did not believe anything was "going on" but warned that something could develop.

Ms. Lee stated that the police had promised to increase their presence on the beach, but she said she did not see any officers. She wanted to see more horse and/ or bicycle patrols. She feared that customers do not want to go to the beach, and that will hurt business.

There was a discussion on exactly where the open container law applies, with some thinking it was on the beach only and others thinking it applied to the whole area.

Mr. Morris believed the police patrol the area later on in the evening, and he thought security was not supposed to allow patrons to leave the premises with an open container. He suggested having a representative from the Police Department attend the next meeting to address the issue.

Ms. Lee asked what was happening with Flavors of Fort Lauderdale, and Mr. Morris said it was on the CRA agenda for August 20, 2013.

It was mentioned there is also a Flavors of Broward event that is very prominent in the social media.

Upon a **motion** duly made and seconded, the meeting was adjourned at 5:23 p.m.

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

Attachments:

Utility Box graphic designs - Mr. Barnett

Financial impact study of offshore boat race - Mr. Barnett

Holiday display proposal - Mr. Brandano

Draft application for BID members re: food and beverage - Mr. Morris

Aerial photo of beach showing restaurant/hotel zones - Mr. Morris

Packet of Standards for food/beverage - Mr. Morris