

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
SEPTEMBER 9, 2013, 3:30 P.M.

<u>MEMBERS</u>	<u>ATTENDANCE</u>
Amaury Piedra, Chair	P
- Yankee Trader Hotel, A1A Trader, LLC	
Eduardo Fernandez	P
- Greater Fort Lauderdale Chamber of Commerce, Beach Council	
Kenyata Allain	P
- The Gallery at Beach Place	
Marcos Borrás	P
- LXR Luxury Resorts & Hotels	
Bill Cunningham	P
- Marriott Courtyard, PHF Oceanfront	
Dale Reed, Vice Chair	A
- The "W" Hotel, Capri Hotel, LLC	
Ina Lee	P
- Beach Community Redevelopment Agency (CRA)	
Greg Cook	P
- RCFL Investor, Ritz Carlton Hotel	
Mary Louise Fitzgibbons	P
- (Alternate for Dale Reed) The "W" Hotel, Capri Hotel, LLC	

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

Commissioner Bruce Roberts
Donald Morris, Economic Reinvestment Administrator
Dan Barnett, Wizard Entertainment, BID Manager
Eileen Furedi, Clerk II
Jamie Opperlee, Recording Secretary, Prototype, Inc.

Others:

Patricia Zeiler, Sun Trolley
Sgt. Luan Malushi, FLPD

Communications to City Commission

None.

I. Call to Order / Roll Call - Amaury Piedra, Chairperson

- **Quorum**

Chair Piedra called the meeting to order at 3:32 p.m. Roll was called and it was noted a quorum was present.

Commissioner Roberts reported that the Fire Department is planning a training burn in October at the old Howard Johnson's on the beach. The Fire Department will provide more details at a later date. He encouraged members to contact the City Commission if they had concerns after the fact.

II. Approval of Minutes - Amaury Piedra, Chairperson

- **August 12, 2013**

Motion by Ms. Lee, seconded by Mr. Cunningham, to approve the minutes of the August 12, 2013, meeting. In a voice vote, the motion passed unanimously.

III. Security on the Beach Update - Police Department Representative

Sergeant Malushi stated he was present to answer questions and provide any needed information. He remarked that he wants to get a "snapshot" of what is going on at the beach; he mentioned that from July to August there were 21 Part I crimes (robberies, thefts, etc.) and 23 in August. So far in September, there have been two Part I crimes. Overall, the summer months' Part I crime rates are down by 30% from last year's.

Ms. Lee brought up the presence of "less than desirable" individuals walking round with open containers, interrupting people as they dined, and so forth since July 4. She thought there was less police presence in the last month. She asked if they had noticed problems and what their current police presence, particularly on weekends, is on the beach. Sergeant Malushi replied that they have not noticed any specific problems, and reported that Labor Day went a lot smoother. They have an Action Plan, including zero tolerance toward open containers, which may expire in a week.

Mr. Cook asked about the laws regarding alcohol and open containers on the beach. Sergeant Malushi stated there is no alcohol allowed on the beach. He said there is a fine line where they do not want to discourage residents and tourists from coming to the beach, but still want them to have a good time.

Mr. Morris commented there is an expectation that establishments on the beach would remind their patrons they cannot leave with the alcohol.

Ms. Lee asked if the Police still have bicycle and horse patrols on the beach. Sergeant Malushi replied he has six certified bicycle officers on his shift; they are asked to go from Oasis past Beach Place. Sometimes calls will come in that prohibit that many bicycle officers on the beach at a particular time. Regarding the horses, he said Sergeant Hugo Fontalvo is in charge of them; the horses are out during special events, but he did not know if they go out otherwise.

Ms. Lee relayed a situation when she was on the beach in the evening recently and did not see any police presence; she said she did not feel safe. Sergeant Malushi reminded her that their beach area covers from the 17th Street Bridge to past Galt Ocean Mile. There are approximately four or five officers assigned to that area per shift and a minimum staffing level of 12 officers for the entire District. If there are spikes in service needs, additional officers can be deployed to the beach. Sergeant Malushi added that if he has extra officers (more than 12), he deploys them to the beach.

Mr. Borrás asked how the BID could help the efforts of the Police Department. Sergeant Malushi responded they could help by advising/educating their patrons to not take their beverage containers to the sidewalk or beach.

Ms. Lee mentioned that the Chamber of Commerce instituted a communication system between the heads of security on the beach with the Police. Sergeant Malushi noted that was going well. Beach Place has added extra security on the weekends, and several detail officers are assigned to that location.

IV. Sun Trolley Fare Box Increase - Patricia Zeiler, Sun Trolley

Ms. Zeiler stated that she would be circulating a sign-in sheet to submit for fulfillment of a Title VI requirement regarding outreach for the fare box increase.

Ms. Zeiler began a PowerPoint presentation at 3:47 p.m. with the following highlights:

- Large increase in ridership on three out of five routes
- Addition of airport route from airport to Fort Lauderdale History Center
- Successful Las Olas route for “layover cruisers”
- Fare box currently 50 cents - will raise to \$1.00, with senior and ADA discounts
 - Interlocal Agreement being worked on between City and County

Mr. Cunningham was curious how they broke down the ridership between tourists and locals. Ms. Zeiler replied they conduct an annual survey in concert with FDOT and Florida Community Services. She said that the two routes serving most of the beach area, 90% of the ridership is tourist-based. On the other routes, such as Northwest link, ridership is 90% resident-based. Ms. Zeiler said that the Galt Link now goes to the beach via the Galleria Mall.

Mr. Cunningham asked if the fare restriction was the same for all the links. Ms. Zeiler responded that under the current Interlocal Agreement, they are restricted to 50% of the Broward County Transit (BCT) fare, which is \$1.75 for all rides. The new agreement will free up the fare box because the BCT now views Fort Lauderdale as a direct recipient of Federal Transit Administration funds, and BCT can no longer restrict their fares. Ms. Zeiler added that some of the routes will remain free, but not the beach routes.

Ms. Lee wondered how close they were to having one continuous trip from hotels to travel down Las Olas Boulevard. Ms. Zeiler replied they have to coordinate with BCT, who has a similar route, and follow their regulations regarding the distance or time between vehicles in the transit system. Ms. Zeiler also showed their Smart Phone app, which had 10,000 users as of August.

Ms. Zeiler continued that through their partnership with the Beach Chamber of Commerce and the hotels, there will be 9:30 a.m. to 6:30 p.m. full security packages on the buses that will film the street in front and behind them. The information will be housed for 30 days on a server, accessible by time and date stamp.

Ms. Zeiler reported she has been working with the Parks and Recreation Department regarding the big events on the beach. The Tri-Rail system runs a weekend shuttle to Las Olas where they link up with the trolley to get folks to the beach. They have a budget for extra services and assets for special events so they can add shuttles and market it to the Tri-County audience. Ms. Zeiler noted they need to take advantage of opportunities such as those provided by Tri-Rails system.

Ms. Zeiler described their upcoming advertising program and upgrades to their app.

Ms. Zeiler concluded her PowerPoint presentation at 4:01 p.m.

Motion by Ms. Lee, seconded by Mr. Fernandez, to increase the fare to \$1.00 with the half-price senior citizen and ADA discounts. In a voice vote, the motion passed unanimously.

V. BID Manager Update - Dan Barnett, Wizard Entertainment

Mr. Barnett distributed a packet of information on the topics for discussion.

The first item was the food and beverage wrap overview. A graphic showed how the wraps would envelop the utility boxes.

Mr. Barnett explained that if a person clicks on the word "hotel" on the side of the box, they will be directed to the page on myfortlauderdalebeach.com that lists all the hotels. He said they tried to achieve a balance between simplicity and information.

Mr. Barnett pointed out the “beauty shots” of the beach that are stock photos that can be licensed and used to wrap the boxes. He said the images would cost \$500 or \$600 for a five-year license to purchase them from a photographer who shot them for the Convention and Visitor’s Bureau, where he can purchase them for \$60 - \$70 online.

Mr. Barnett said the third page of his handout showed the key to the beach, which would go on the fourth side of the box. Each wrap would have a map, and information about area attractions and transportation would be different from box to box.

Mr. Barnett commented they are looking for approval of the artwork from the Committee so that Mr. Morris can go forward with it to the City Manager’s office.

Motion by Ms. Lee, seconded by Mr. Cunningham, to move forward with the project. In a voice vote, the motion passed unanimously.

Mr. Cunningham asked if there were more photos to choose from, and Mr. Barnett replied affirmatively. Chair Piedra shared that he had entrusted Mr. Barnett to choose the most suitable photos from the collection. Mr. Cunningham recalled they had discussed having activity shots (such as fishing, diving, etc.). Mr. Barnett responded that they performed an analysis of doing a photo shoot for that, and the budget was \$18,000 to \$22,000, including a five-year licensing agreement. He explained why they chose the shots they did, noting that they tried to avoid busy-ness or too many photos on the wraps, and tried to have an upscale product.

Mr. Cunningham thought the mission was two-fold: the beautiful, scenic destination and the fun things to do. Mr. Barnett said that one of the designs has several fun activity shots bending around the side of the box.

Mr. Barnett added that the BID and the City of Fort Lauderdale logos will be on the side panels.

Mr. Barnett moved on to the final report on Saturday Night Alive. He recalled they had talked about Saturday Night Alive presenting a final report which would include the budget and marketing that was achieved in the event. This could then be used as a template for others who do events supported by the BID for accountability purposes.

Chair Piedra commented about the progressive scaling back of supported events until self-sufficiency is achieved in approximately three years. He lamented they do not have enough information at present to know how these events are doing, and favored having this type of event report for all who receive support. He added they should include that as a condition for future funding in the application.

Mr. Borrás thought they should also have the legal right to look at the events’ financial reports. Chair Piedra suggested that the City Attorney address that matter.

Mr. Barnett reviewed his report, which included the financial review, overview of marketing, breakdown of entertainment, and a comprehensive marketing report. There was general agreement that this was a good template. Chair Piedra reiterated that they need to consult the City Attorney for exact wording on some of it.

Chair Piedra mentioned there had been some brainstorming on how and what they want to do on the beach. Chair Piedra said that Miami has a number of special events (probably 35 days per year) where hotels get an occupancy boost from the events. Fort Lauderdale, by contrast, only has 10 such days. Chair Piedra calculated a difference of about \$1 million dollars in potential revenue.

Chair Piedra suggested they partner with groups such as the CVB and other boards to work on strong special events. He recommended focusing on big events that are looking for venues; they will bring in room nights to the area.

Chair Piedra said that he, Mr. Morris, and Mr. Barnett discussed Saturday Night Live in terms of revenue, debating whether it should be once a week or once a month to have greater impact and higher quality. Chair Piedra continued that he had asked Mr. Barnett to construct something that is more in line with that concept.

Mr. Barnett relayed that he zeroed in on one possibility in order to create an event that could be used as a point of comparison to others. He chose DC Alexander Park for the venue due its size, location, zero event rental fee for this organization, nearby parking lot that can accommodate over 10,000 people standing and 3,000 - 4,000 sitting. He also pointed out that they could probably close off nearby Fifth Street with barricades for no cost if the businesses were agreeable. The 55,000 square feet would then become 90,000 square feet. On the far south end of the park is a large parking area which could be a pre-production/staging area.

Mr. Barnett proposed a \$30,000 to a \$50,000 talent for the event. He noted that a free show would be too costly in terms of City services and other costs. One way to reduce the cost to the patron would be for hotels or restaurants to offer a voucher, such as \$10 for a \$20 ticket. The concert would then have value to the consumer as well as the beach businesses. Mr. Barnett continued that a sponsorships could have value by having a VIP area and being able to give away (or discount) a certain number of tickets to his patrons.

Mr. Barnett suggested a Saturday night event (first Saturday of the month) so that Fort Lauderdale would have a live music identity. He predicted that having a successful event would draw bigger talents to the area. He mentioned a few possible bands/talents:

- 38 Special
- KC and the Sunshine Band
- The Neville Brothers
- America

- Allen Stone

Mr. Barnett mentioned that if they were interested in a paid or free concert series, Fort Lauderdale Beach Park on the sand would be a possibility, although they would have to work with City Services to control costs. He commented that most of the beach marketing people he has conferred with like the idea of linking Fort Lauderdale with live entertainment.

Ms. Fitzgibbons asked which night is the “need night” for restaurants and hotels, and Chair Piedra said Friday has a little less demand than Saturday. Mr. Barnett thought a Saturday event might bring people in on Friday also and restaurants would be more in favor of a Friday night event.

Mr. Fernandez mentioned a concert in Miami that provided access to a concert only to people who booked two or three nights in a hotel.

Chair Piedra commented it is time for the BID to start thinking big and generate revenue. He was in favor of more quality and less quantity.

Mr. Cook was not sure this type of event would drive room nights in the hotels - he thought a weekend festival with various events would work better. Mr. Borrás pointed out that people who came to the Tortuga Festival stayed over on Sunday night. He suggested an event once every two or three months, making it bigger.

Mr. Cook advised looking at their “need times” throughout the year and scheduling events accordingly. He recommended going after the “ultra music” crowd, as they spend a lot of money. Mr. Morris commented that the City Commission favors more family-oriented events; and if the event were held at a park, they would need to have a mix of events. Mr. Cook explained it is more about creating events than having a concert.

Ms. Lee mentioned that the Beach Council Marketing Committee will have a branding meeting the next day and the only topic on the agenda is, “What is the brand of Fort Lauderdale Beach?” She asserted that music is the brand of the beach, and can be instrumental in creating the reputation that Fort Lauderdale is “THE place” to have music. Ms. Lee added that the CVB is interested now in promoting music.

Mr. Morris wondered if DC Alexander Park would be big enough for a two-day event. Mr. Barnett thought it would probably grow out of the park. He said the capacity was probably about 5,000 with use of the street, but they need room for the concessions. Mr. Barnett added that the base costs are about the same, but revenue increases with a bigger event.

Chair Piedra commented that with really large events (like the Super Bowl) the costs go way up on the beach.

Ms. Lee brought up the Marina parking lot as a venue since it is distanced from the sand but close to the hotels. Mr. Morris said there are residential issues (noise) on the Intracoastal. He pointed out that the stage faces toward the ocean at DC Alexander Park.

Mr. Cook said that if they have a weekend event, they could grow it through the hotels by their lounges starting their own acts as time passes.

For the next BID meeting, Chair Piedra suggested that Mr. Barnett create a budget for a two-day event with increased quality.

Discussion ensued about selecting a theme and catering to the potential target population.

Mr. Fernandez brought up finding partners to help with costs. Chair Piedra mentioned Chris Stacey from Tortuga as a person to talk to about a country-themed event. Mr. Morris said they could have different events with different themes/genres.

Mr. Barnett moved on to a project called "Inside Out" - billboard-type images of black and white portraits of people. Broward County will fund up to \$1 million; the portraits will be installed in different places around the County. Mr. Barnett suggested that an artistic version of that be on the beach as one of the photo-op venues. It could be at the Oceanside lot (when it is developed) in the grassy area with a wave-shaped wall, 10 feet high, 22 feet long, and faces on it. One face could be a cut-out for a person's head (perhaps a child), and the family could stand in front for a photo. The goal would be to put a piece of art on Fort Lauderdale Beach that would be funded by Broward County. The County is already considering one piece in downtown, and Mr. Barnett would like to see one at the beach.

Mr. Morris said there is no art currently on the beach, but art is being considered in the Capital Improvement Plan for the next six years on the beach.

Ms. Lee wondered if they could restore the Art Institute mural site north of Bahia Mar in the short term. She said something has to be done because it got ruined in a storm.

Mr. Morris provided an update on the Food and Beverage issue. He said they met with the City Attorney's office and the Procurement Division. The City Attorney was concerned that there may be a conflict of interest if the hoteliers have exclusive rights for the area in front of their hotel, because there are other properties behind them. Mr. Morris said that to avoid that conflict of interest, they have to be able to bid out the hotel area to one hotelier. A selection committee would be composed of individuals other than those connected with the beach, but perhaps representing the CVB, Chamber of Commerce or staff who have a tourist background. The alternative would be for the hoteliers to each get a waiver of conflict of interest to the City Commission, which would

be voted on and put in the public record. Mr. Morris felt the first option was more desirable and would not project the appearance of preferential treatment. Mr. Morris emphasized there would be requirements for service standards of high quality for bidders.

Mr. Fernandez wondered what would happen if a particular hotel was the only one with a section of beach in front of it, and Mr. Morris said that hotel would then be the only bidder. He said the bidding requirements would be set at a 500-foot radius. Mr. Morris reminded the Committee that there are six restaurant zones and seven hotel zones. In the first year of the program, two restaurants will be selected to service their zone, and the hotel will have a single server. More properties can be added in the following year if the program can be managed properly.

Mr. Morris commented that they will go before the Central Beach Alliance in November (their next meeting) and he thought they were amenable to doing the pilot program for a year. He added that members of the BID cannot vote on recommending this program to the City Commission due to conflict of interest issues. The RFP will be based upon input from the Committee, but will not be shared with the Committee.

Mr. Borrás asked when it might be implemented, and Mr. Morris replied they are aiming for February or March. He advised the Committee members that there is nothing the individual members can do in the meantime to prepare, as everyone bidding has to have the same opportunity.

Ms. Lee noted that Boucher Brothers got an amendment to their new contract to sell sodas and water at the beach. Discussion ensued about the details of that arrangement.

Chair Piedra brought up the street lights and turtle requirements. He said the City has done its part on the east side of the street and pointed out that FDOT controls the lights on the west side of the street. He wondered how the BID could influence FDOT to comply with the turtle lighting requirements. Chair Piedra commented there is a lobbyist who might be able to assist in making progress.

Mr. Morris said that Mr. Prizlee created a prototype screen for a light shield, but the Department of Environmental Protection did not like the prototype. He thought maybe they should meet with the City Manager.

VI. Communications to the City Commission

None.

VII. Old/New Business

Ms. Lee said she had heard that the City was reconsidering the Entertainment District and wanted to make sure that the BID was part of that discussion. Mr. Morris confirmed that the City Commission is interested in looking at entertainment districts. He suggested watching what direction they plan to take and seeing if there is a way for the BID to be involved.

Hearing no further business, Chair Piedra adjourned the meeting at 5:07 p.m.

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

Attachments:

PowerPoint presentation on Sun Trolley Fare Box Increase - Patricia Zeiler, Sun Trolley

Packet of information on discussion topics - Dan Barnett