

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
OCTOBER 14, 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	A
- LXR Luxury Resorts & Hotels	
Bill Cunningham	P
- Marriott Courtyard, PHF Oceanfront	
Dale Reed, Vice Chair	P
- The "W" Hotel, Capri Hotel, LLC	
Ina Lee	P
- Beach Community Redevelopment Agency (CRA)	
Greg Cook	P
- RCFL Investor, Ritz Carlton Hotel	

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, BID Manager
Eileen Furedi, Clerk II
Lisa Edmondson, Recording Secretary, Prototype, Inc.

Others:

Mary Louise Fitzgibbons, Alternate for Dale Reed

Communications to City Commission

None.

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

- **Quorum**

Chair Piedra called the meeting to order at 3:36 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes

- **September 9, 2013 - Amaury Piedra, Chairperson**

Motion by Ms. Lee, seconded by Ms. Allain, to approve the minutes of the September 9, 2013, meeting. In a voice vote, the motion passed unanimously.

III. Flavors of Fort Lauderdale Update - Chuck Martinez, Adelfi Group

Chair Piedra announced that the event would not be happening this year, and referred to the email from the Executive Producer, Robert Hulsmeyer. The event was cancelled this year for various reasons including expenses and less sponsorship. The fate of the event for future years was unknown.

Mr. Morris pointed out that no money changed hands, so the BID still has their share of committed monies. Mr. Fernandez requested an updated budget reflecting the change.

IV. Beach Council / Beach Clean-up Support - Tony Beall, President/CEO, Mister Nonprofit Consultancy

Mr. Beall stated he would be speaking on behalf of a client, Kids Ecology Corps; he introduced Joan Starr, CEO of the agency.

Mr. Beall said that Kids Ecology Corps is proposing a Fort Lauderdale Beach "Watershed to the Reef" Beach Clean Up and Scavenger Hunt. The educational component of this event would allow families to learn how their actions (littering) affect the actions of the reef. After the scavenger hunt, the children would discuss what they found.

Mr. Beall stated they are seeking funding of \$11,000 for seed money to begin the program. He detailed that that amount would cover four scavenger hunts (perhaps one per month), and provide for varying locations for the educational component and potential wrap-around for events, such as 4th of July weekend.

Mr. Barnett asked how many children might participate, and Mr. Beall said they are targeting 50 families.

Ms. Lee wondered about the promotional aspects and, in particular, what exposure the beach would receive. Mr. Beall said a lot of their families come from Impact Broward

and HandsOn Broward, and they hope to use their marketing engines for the “wrap-around events.” He added that social media has contributed a lot to the success of the program.

Mr. Fernandez asked for more details about how the seed money would be used. Mr. Beall responded that it would pay for some marketing, the trainers/educators, and completion of the curriculum.

Mr. Morris commented that he was not aware that a funding request would be presented at this meeting, and he explained the funding application process to Mr. Beall. Mr. Morris asked Mr. Beall to answer the questions and comments from the Committee, and return at a future date to request the funding according to protocol.

Chair Piedra reiterated Mr. Morris’ explanation and said that he believed the project to be very promising.

V. BID Manager Update - Dan Barnett, Wizard Entertainment

Mr. Barnett first addressed the concert/music festival that the Committee had previously discussed. He pointed out there were many options, and directed the Committee’s attention to his handout.

Calling the event “Fort Lauderdale Beach Fest,” Mr. Barnett said they could have one- or two-night hotel stay packages with extreme discounts on concert tickets. There could also be a package with restaurants in the BID.

Mr. Barnett continued that he discussed the idea with Lt. Frank Sousa (Fort Lauderdale Police Department), who liked the idea of using D.C. Alexander Park, but later dismissed it because of parking difficulties. Mr. Barnett showed photos of an AIDS walk on the beach where a temporary Stageland stage was brought in, and he mentioned the company also makes a larger 40x40 stage. The stage sets up in three hours and is also resistant to up to 200 mph hurricane winds. He said the stage has a back wall, which would prevent people “behind” the stage from watching the show for free.

Mr. Barnett suggested putting a stage in the parking lot across from Bahia Mar, where the stage would be up against the curb of the wall, facing east. Sound amplification would thus be respectful of the residents. Mr. Barnett relayed that Lt. Sousa had no objections to a 2:00 p.m. to 8:00 p.m. time slot (with the headliner going on stage when it gets dark). Lt. Sousa recommended having the event before March 31 if possible, before turtle season.

Ms. Lee thought the basketball court would not involve turtles. Mr. Barnett said that anywhere the turtles lay their eggs would be considered off limits, and the turtles could go to the basketball court.

Considering the time of year to hold the event, Mr. Barnett felt the optimal time would be when the weather is best and there are lots of tourists.

Mr. Barnett directed the Committee's attention to the spreadsheet and commented on making the event more sponsor-driven as opposed to discounting tickets.

Ms. Lee wondered if any hotel stays have historically been generated when big talent comes to town, such as for Tortuga. Mr. Barnett thought the hotels would have to be deeply involved in the event. He is asking the BID to fund the event so that it would be a stakeholder event, and the BID would have control. He added they could have several different levels of ticket-holders, such as VIP status for those staying in the beach properties.

Chair Piedra asked for feedback from the Committee about the concept in general. He felt it would be helpful to partner with somebody to share the risk and the funding. He also suggested having two or three events.

Discussion ensued on strategy for the event. Some of the points raised were:

- Make the event self-sustaining
- Have two - three events annually
- How many people are needed to reach critical mass - what is a good-sized event?
- Would Tortuga consider a second event, perhaps in November?
- Don't put all eggs in one basket
- How premium hotel rates would affect event timing
- People still want to stay at the beach, even if an event is not at the beach

Mr. Barnett said that the formula came about because of budgeting, and they wanted to have an event that would be easy to work in terms of traffic and other logistics. He spoke with AEG, who would be willing to work with an event that would attract from 10,000 to 20,000 people per day.

Chair Piedra recalled a conversation with Live Nation, who felt a "really good" event would cost \$1 million to put on; at that time, the BID only had about \$75,000 to work with.

Chair Piedra received consensus from the group that they would like to explore the project further.

Ms. Lee wondered if the parking lot at Bahia Mar might work, and Mr. Barnett mentioned that Flavors had considered it, but it would not be good for a large event.

Mr. Barnett stated that this event would be driven by the cost-effectiveness of having a projected attendance of 6,000 to 8,000. He added that if the stage is set up without having to drive on the sand, it would be a great advantage. The spot would also be an advantage when it comes to public safety - cars would not be slowing down to view the

show. Mr. Barnett reiterated he was trying to come up with a best cost-effective scenario to set up one day and be out by mid-afternoon the following day.

Mr. Barnett elaborated on the prices being charged by big-name groups and said what influences that is the amount they can command at Hard Rock Live.

Referring to his handouts on events, Mr. Barnett announced he had reached an agreement with EVP to host a "National EVP Tour" at Fort Lauderdale Beach. With Mr. Morris' agreement, he will ask if they want to submit an application to the Committee - they are asking for a \$6,000 fee.

Secondly, Mr. Barnett discussed the 5K Zombie Run. He mentioned that the good news is they are not asking for money. After the run, there would be a Pub Crawl including all the beach establishments.

Mr. Barnett briefly reviewed the other items on the spreadsheet:

- Blue Moon Outdoor Center - paddle tournaments
- Exclusive Sports Marketing - foot runs
- Howard Alan Events Ltd. - major arts, crafts and plant show
 - Possible locations are: Bonnet House, D.C. Alexander Park, Breakers Avenue (in the North Beach area), and vacant land behind the W

Mr. Cunningham wondered if there was any news about the possibility of power racing. Mr. Barnett responded he sent two emails to the State and has not received a response yet to resolve the issue of affecting the reefs. He explained that if boats are anchored off the reef, they cause damage to it. He will follow up.

Mr. Barnett related that at the monthly meeting of the Beach Council Marketing Committee, the concept of a flip-flop was introduced as a potential aspect of the brand of Fort Lauderdale Beach. "Flip-flop" fits the various words they came up with to describe Fort Lauderdale, such as comfortable, easy, and so forth.

Ms. Lee showed different kinds of flip-flops for different people/occasions. She said the Committee suggested a flip-flop branding mentality year-round. Chair Piedra relayed that a focus group felt that the flip-flop suggests a less upscale image than what Fort Lauderdale could be. Mr. Cook confirmed that Fort Lauderdale is selling to a higher market now.

Mr. Barnett was curious what steps the Committee could take to empower the right entity to decide the question of imaging. Mr. Cook suggested hiring somebody to create a positioning piece. He recommended selling Fort Lauderdale as the yachting capital of the world, rather than a place to wear flip-flops.

Mr. Reed said he appreciated the potentially viral aspect of a social media flip-flop campaign, but felt they had to have a balance with a higher-end campaign. He observed that the higher-end market is now also active in social media.

Chair Piedra asked for an update on the electrical boxes, and Mr. Morris said they have received the bids for the creative design, and will issue the bid for the work when the creative side is finished. Mr. Morris recommended bringing the creative design back to the Committee once more before proceeding with the work. He felt they would get done by the end of the year.

Chair Piedra also requested a status on Food and Beverage on the beach. Mr. Morris reported they met with the necessary departments regarding the ordinance. They will go to the CBA in November (to ensure they are comfortable with the process) and then take it to the City Commission to approve the ordinance.

VI. Communications to the City Commission

None.

VII. Old/New Business

- **Update on the Fort Lauderdale Air Show**

Chair Piedra stated he has not been able to get information on the show. Mr. Morris said he will attempt to obtain an update for the next meeting.

- **Discuss rescheduling the November 11, 2013, BID Meeting / Veterans Day**

After discussion on possible dates, Mr. Morris remarked he would have to look into alternate dates and reply back to the Committee.

Referencing the earlier discussion, Chair Piedra pointed out that Fort Lauderdale receives benefit from the marketing of the CVB, even though it is aimed at other areas of the County. Because of that, the marketing messages have to be consistent. Mr. Barnett reviewed that the Committee would redefine their brand position, "serve it up" to the CVB, and when everyone utilizes that brand position, there will be consistency.

Ms. Lee said that the CVB already has a well-defined brand and did not think they would deviate from it. She said the BID has to have a distinct part of the brand, but not something that will send out a mixed message.

It was generally agreed that a third party is needed to come in and take a fresh look at the branding. In addition, they agreed that a conversation needs to be had with the CVB, because "everything will cascade" down from what they do.

Chair Piedra pointed out that the ideas have to come from the customer base, not just the Committee.

Hearing no further business, Chair Piedra adjourned the meeting at 4:53 p.m.

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

Attachments:

Summary of potential events - Dan Barnett

Handout for Fort Lauderdale Beach Fest 2014 - Dan Barnett

Executive Summary, "Watershed to the Reef" - Dan Barnett

Letter re: Flavors of Fort Lauderdale - Chair Piedra

Handout on the 5K Zombie Run - Dan Barnett

Letter from EVP Tour - Dan Barnett

Photos of AIDS Walk - Dan Barnett