

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
THE WESTIN BEACH RESORT AND SPA, FORT LAUDERDALE
321 N. FORT LAUDERDALE BEACH BOULEVARD
FORT LAUDERDALE, FLORIDA 33304
OCEANSIDE II, MEETING ROOM
NOVEMBER 22, 2013, 10:30 A.M.

MEMBERS	ATTENDANCE	SEPT 2013/AUG 2014	
		Present	Absent
Amaury Piedra, Chair - Yankee Trader Hotel, A1A Trader, LLC (Blake Crawford, Alternate)	P	3	0
Eduardo Fernandez - Greater Fort Lauderdale Chamber of Commerce, Beach Council	P	3	0
Kenyata Allain - The Gallery at Beach Place (Carmen Barbagelata, Alt.)	P	3	0
Marcos Borrás - LXR Luxury Resorts & Hotels (Kevin Quirk, Alternate, V-P of Marina Operations)	P	2	1
Bill Cunningham - Marriott Courtyard, PHF Oceanfront (Thomas Miller, Alternate, Director, Sales and Marketing)	P	3	0
Dale Reed, Vice Chair - The "W" Hotel, Capri Hotel, LLC (Mary Louise Fitzgibbons, Alt. General Manager)	P	3	0
Ina Lee - Beach Community Redevelopment Agency (CRA)	A	2	1
Greg Cook - RCFL Investor, Ritz Carlton Hotel (John Cashion, Alternate, Hotel Manager)	A	2	1
Jill Munas - Marriott BeachPlace Towers, Resort Experience Manager (Jackie Foster, Alternate, Guest Relations Manager)	P	1	0

Staff

Donald Morris, Economic Reinvestment Administrator
Dan Barnett, Wizard Entertainment, BID Manager
Eileen Furedi, Clerk II
Carlos Jimenez, EVP Tour

Jamie Opperee, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

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

- **Quorum**

At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

It was noted that a quorum was present at the meeting.

Chair Piedra called the meeting to order at 10:38 a.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes - Amaury Piedra, Chairperson

- **October 14, 2013**

Motion by Vice Chair Reed, seconded by Mr. Fernandez, to approve the minutes of the October 14, 2013, meeting. In a voice vote, the motion passed unanimously.

III. Air Show Update - Dev Motwani, Lauderdale Air Show, LLC

Chair Piedra stated that Mr. Motwani was not present and reported that they hope to bring the show back in 2015. Vice Chair Reed inquired about the results from the 2013 show. Mr. Morris commented that the Boat Show producers had been sent the example for reporting, and they know what is expected of them.

IV. Ft. Lauderdale Pro Am Funding Request - Carlos Jimenez, EVP Ft. Lauderdale Pro Am

Mr. Jimenez stated they have wanted to do an event in Fort Lauderdale for some time and distributed a copy of the submitted application. He provided some background on his organization. Mr. Jimenez explained that professionals, amateurs, and juniors complete, and although many of the athletes are unknown, they represent their individual cities and fan base.

Mr. Jimenez noted that national events bring in about 600 to 900 spectators (not including families) and 300 participants. Juniors tend to travel with their families, and that brings in an additional 500 people.

It was noted that this event had been held in Hollywood seven years ago, however, Fort Lauderdale will be a better destination in terms of name recognition.

Mr. Jimenez stated the Chicago event draws the largest attendance since they are based in the Midwest. Attendance has grown for 20 years with current attendance of about 3,000.

EVP generally provides a special arrangement for the amateurs and juniors with the hotels. The pros are booked by the organization.

Typically a sponsor, either a corporation or a host city, chooses the athlete for a year. They do TV commercials and also wear promotional uniforms; during TV shows, they are able to answer questions about their host city. The host city would be featured by way of banners at each event, exposure on the website, promotional items provided to the cities (tickets, hotel discounts), and pre-event competitions throughout the city.

Mr. Jimenez remarked that the event is typically one day for a professional event, and two days for juniors (Saturday for the pros and amateur adults and Sunday for coeds and juniors).

Mr. Morris alerted Mr. Jimenez to the turtle situation and recommended they contact the Parks and Recreation Department. Mr. Jimenez said they were familiar with the issue, as they have done tournaments in Del Rey Beach.

Mr. Jimenez stated they broadcast on Beach Sports Network; the audience is pro-volleyball fans, ages 20 - 35. By adding the junior component, a wider range of ages is represented. It is distributed through Comcast, and the local Comcast channels could take it up. The distribution numbers are included in the packet. EVP would provide two 30-second commercials for Fort Lauderdale in the Midwest area. Alternatively, the City could provide it.

Mr. Jimenez continued that the focus of the TV show is to feature the various cities as travel destinations. Once they are in the location, the producers will show the participants and the spectators what they can do in the city. He added there are copies of the TV show on their website.

Chair Piedra asked for more detail on the mechanics of the city versus city arrangement. Mr. Jimenez explained they have a \$6,000 bid packet, which would go toward the operations side and guarantee prize money. The chosen athletes are either local or ones that EVP encourages the City to choose. The athlete should be able to act as an ambassador for the City; each tour destination has a tent for the City where athletes can distribute information.

Mr. Jimenez noted the event would not be profitable until the second or third year, since annual events add value.

Mr. Cunningham asked Mr. Jimenez what other organizations they might approach for contributions. Mr. Jimenez answered they partner with some local businesses to provide services at the beach (sports-related and food/drink), and also offer pre-event exposure on their website.

Mr. Jimenez said they need \$6,000 to get an event up and running.

Discussion ensued about the value/pitfalls of having the event. Highlights of this discussion were:

- Highlight the City's image as a sports place, great weather image
- It would be inexpensive
- Demographic would have to be willing to pay for hotels that time of year
- The organization is very experienced

Because of the dates for the air show in 2015 are not known, the Board thought it would be best to confine their possible dates to 2014.

Mr. Morris advised the Board could make a motion at the next meeting.

V. Contract Renewal / Wizard Entertainment - Donald Morris, Economic Development Administrator

Mr. Morris stated that Mr. Barnett's contract comes up for renewal in February or March, 2014, and the Procurement Department had inquired about the Board's desire to renew.

Motion by Vice Chair Reed, seconded by Mr. Quirk, to renew the contract with Wizard Entertainment. In a voice vote, the motion passed unanimously.

VI. BID Manager Update - Dan Barnett, Wizard Entertainment

Mr. Barnett gave his report, starting off with the news that they have received the quotes for the signal box wraps.

Secondly, Mr. Barnett proposed a BID letter, which would go to all BID members from Mr. Morris' office early in January. Mr. Barnett reviewed each of the key initiatives in the letter and asked for feedback:

1. Food and beverage on the beach will go to the City Commission in January on a conference agenda. Staff has the bid package. Mr. Morris will provide a blanket resolution to the City Commission providing all BID members with a waiver of conflict of interest. After the City Commission vote, the procurement process will begin to open the bid on the individual zones (two-month process). Mr. Morris suggested mentioning

a website in the letter for more information. The memo to the City Commission outlining the program would be on the website.

2. Branding Firm: Mr. Barnett spoke with Mr. Sullivan from MMGY, a firm that does branding. Mr. Sullivan provided Mr. Barnett with three sample RFPs to help in drafting an RFP for Fort Lauderdale.

3. Utility Box Wraps: Already addressed.

4. Special Events: This item would be updated with all of the special events that would be firm on the agenda.

5. Myfortlauderdalebeach.com: Information will be incorporated into finding more detail about all items in the letter. Improvements and benefits of the website should be included.

Mr. Barnett proposed adding information to the letter on the advantages of the BID and perhaps listing past accomplishments. Mr. Morris pointed out that the previous letter had accomplished the highlighting well, and suggested borrowing from that.

It was also suggested to include a QR code on the letter to link to the website.

The third item on Mr. Barnett's report was the North Beach Village, and he distributed several documents from a meeting he had with Par Sanda, the developer, regarding the BID. Mr. Barnett said that Mr. Sanda was very interested in having the North Beach Village involved in branding of the Barrier Island.

Because of Mr. Sanda's background and interest in the area, Mr. Barnett thought there was benefit in exchanging information with him in terms of what they want to accomplish in the North Beach area. Chair Piedra felt the BID should get its focus sharper before spreading out in too many directions. Mr. Fernandez opined that Mr. Sanda is an important player in the area, and the BID should receive his input as a stakeholder but still decide what is best for the BID as a collective group.

Mr. Quirk asked if the North Beach Village contributes to the taxable assessments, and Mr. Morris replied that if a commercial property fronts on A1A (up to Sunrise Boulevard), they are a contributor. Mr. Morris added that the BID meeting is public, and Mr. Sanda is welcome to attend.

Mr. Barnett brought up myfortlauderdalebeach.com funding. He said it has been in the Saturday Nite Alive budget and should be separate. He recommended getting bids from website developers and designers. Vice Chair Reed suggested waiting until the branding group is on board to tie it together. The other members of the Board agreed.

Regarding Atlantic Hotel and Spa, Mr. Barnett referred the Board to an article on Orbitz that rated the establishment as the "Top U.S. Hotel for Gay Travelers" in the United States. Mr. Barnett explained there are talks in progress about an LGBT weekend event, and that might be a good tie-in.

Next, Mr. Barnett reviewed the BID budget for the coming fiscal year. Mr. Morris advised that since the BID is not funding the Flavors of Fort Lauderdale or the Air Show, then there is approximately \$814,000 available.

Chair Piedra reported that he met with Chris Stacey of Tortuga about putting on some other events during the year. Tortuga cost over \$5 million to produce; they are looking at smaller events, such as those costing \$1 or \$2 million. Chair Piedra said that 70% of the attendees came from outside a 150-mile radius. Mr. Stacey was open to the BID being a partner (not a sponsor) in a less elaborate event and will be getting back to Chair Piedra.

Vice Chair Reed wondered if there would be any complication with the BID being an investor in such an event. Vice Chair Reed pointed out they might not break even until the third year. Mr. Barnett said it would have to be structured so that they would not lose any more than they put into it. Mr. Morris remarked he would consult the attorney's office for clarification.

Mr. Barnett then moved to the "Events" item on his report. He said they will follow up with EVP. He asked for direction on whom they want to see at the December meeting, noting there are four already on the list. Mr. Barnett explained that he communicates the BID's objectives to the applicants, and they bring the proposal and event application.

There was a short discussion about the concert that was proposed as part of the 5K Zombie Run.

Mr. Morris stated that anybody can present an application to the Board, but Mr. Barnett wondered how many they can hear in one meeting. The four events on his report were discussed:

- Rozzi Famous Fireworks - a grand finale competition, two 15-minute shows, one from Japan and one from Britain
 - 30,000 to 100,000 attendance, from hotels and the beach
 - The event in Montreal draws more locals, and may not be such a boon for hotels
 - Push it in the direction of a two-night competition, which would force an overnight stay
 - Entities contributing money should see a return
 - Mr. Morris advised pointing this out to the applicant
- Kids Ecology Corp - they will present their application again

- Tropic Magazine - MOD weekend, celebrating mid-century modern architecture that is predominant in North Beach Village area
- LGBT Wine and Food Festival Weekend (for possible January presentation)

Chair Piedra suggested a ten-minute limit for each presentation including Q & A. Mr. Morris said they cannot decline an audience if someone has an application completely filled out that meets the requirements, but they can be “sent back to the drawing board” after the presentation. Vice Chair Reed suggested a cap of six presentations per meeting.

After discussion on the subject, Mr. Morris advised that if an application does not meet the requirements, it does not get on the agenda.

Mr. Quirk brought up the boat show. Mr. Morris said they have never submitted a request to the BID, although nothing prevents them from doing so. He added that the BID has set the standard that they are providing seed money, and the event should be self-sustaining by the third year.

VII. Communications to the City Commission

None.

VIII. Old/New Business

*Mr. Morris referred to a flyer on the citywide comprehensive Economic Development Plan and invited BID members to attend. Initial economic data will be provided for the City and six geographic areas throughout the City, one of which is the North Beach Village area. A meeting is scheduled for December 4, from 7:00 to 8:30 p.m. at the Beach Community Center at the Galt. The consultants will provide baseline data and also ask about strengths, weaknesses, opportunities, and threats in order to come up with programs and initiatives to improve the economic conditions in the different areas.

Mr. Morris also announced that the Holiday Lighting Ceremony will be held on November 26, with a VIP Reception at 5:30 p.m. at the Ritz Carlton. All are invited to that event. Mr. Morris described the display and its construction.

Mr. Morris asked that new attendees at this meeting contact him to discuss the objectives and requirements of the BID.

Chair Piedra said he has been the acting General Manager for the W South Beach for six months and said that Art Basel is a great generator for hotel nights and can command very high room rates.

Hearing no further business, Chair Piedra adjourned the meeting at 12:05 p.m.

Beach Business Improvement District Advisory Committee

November 22, 2013

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

Attachments:

EVP packet of information - Carlos Jimenez

BID Manager Report and Attachments - Dan Barnett

Documents from meeting with Par Sanda - Dan Barnett

Orbitz article re: Atlantic Hotel & Spa - Dan Barnett

BID proposed budget - Dan Barnett

Flyer on Economic Development Plan - Donald Morris