

APPROVED

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

MEMBERS	ATTENDANCE	SEPT 2013/AUG 2014	
		Present	Absent
Yankee Trader Hotel Amaury Piedra, Chair Blake Crawford, Alternate	A	3	1
Greater FTL Chamber of Commerce Eduardo Fernandez	P	4	0
The Gallery at Beach Place Kenyata Allain Carmen Barbagelata, Alternate	P	4	0
LXR Luxury Resorts & Hotels Marcos Borrás Kevin Quirk, Alternate	P	3	1
Marriott Courtyard Bill Cunningham Thomas Miller, Alternate	P	4	0
The "W" Hotel, Capri Hotel, LLC Dale Reed, Vice Chair <u>Mary Louise Fitzgibbon, Alternate</u>	P	4	0
Beach Community Redevelopment Agency (CRA) Ina Lee	P	3	1
Ritz Carlton Hotel Gregg Cook John Cashion, Alternate	P	3	1
Marriott BeachPlace Towers Jill Munas Jackie Foster, Alternate	P	2	0

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 - Amaury Piedra, Chairperson

• Quorum

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

In the absence of Chair Piedra and Vice Chair Reed, Mr. Fernandez called the meeting to order at 3:32 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes - Amaury Piedra, Chairperson

It was noted that the November minutes reflected updated attendance, and by approving the November minutes, all prior attendance is being approved.

Motion by Mr. Borrás, seconded by Mr. Cunningham, to approve the minutes of the November 22, 2013, minutes. In a voice vote, the motion passed unanimously.

III. EVP Fort Lauderdale Pro Am Funding Request - Ross Balling, Tour Commissioner

Mr. Morris stated that the Board will be approving or denying each request in order, not after all requests have presented. He assured the Board there were ample funds to cover all requests to be presented at this meeting.

Mr. Balling provided a brief summary of the EVP Fort Lauderdale Pro Am, noting that the athletes and their families contribute to the local economy throughout their stay.

Mr. Balling explained that the amount of funds requested would cover some gasoline expenses, hotel stays, and prize money.

Carol Hudson, from the Greater Fort Lauderdale Convention and Visitors Bureau, stated the Bureau is interested in this event, and reviewed their past history with volleyball tournaments held by other entities.

Mr. Balling commented that Fort Lauderdale would be promoted at preceding tournaments with court-side banners and 10 by 10 tents with ambassador/athletes from Fort Lauderdale.

Events such as jet-ski racing, disc golf, and other sports could be added to the tournament in the future.

Regarding turtle nesting issues, Mr. Balling said he had been in contact with the City and he is in a position to move forward with the permit, application, and pay police and fire fees. One-year funding would be \$6,000, and the event would be held March 2, 3, and 4.

Mr. Morris reported that Chair Piedra emailed his support of the request.

Motion by Ms. Lee, seconded by Mr. Cook, to support the event. In a voice vote, the motion passed unanimously.

IV. Fierce Fire Funding Request - Nancy & Joe Rozzi, Michael Lutz, Rozzi Famous Fireworks

Acting Chair Fernandez announced that the event would be held March 22, 2014, and the funding request is for \$100,000.

Mr. Rozzi relayed the history of international fireworks competitions, noting that although the company is 120 years old, competitions are fairly new to the United States. He said that the shows in Vancouver, B.C., draw 250,000 people to each display.

Mr. Lutz explained they would model the show after the one they do annually in Cincinnati, and he pointed out the displays can be seen for miles. The audio would be broadcast over the radio. Because of the beach venue, they could do unique displays and attract a large audience.

The idea of having a series of displays over the summer was brought up, since there are already a lot of activities in March and they need to fill hotel rooms in the summer. Having the event on Labor Day would be good because a lot of people are out in their boats that time of year.

Mr. Rozzi explained the logistics of the Montreal event, pointing out that the city provided accommodations and travel for five operators plus shipping for the product. He said they did their Coney Island show differently, with a local fireworks company as host. Mr. Rozzi spoke of the culture of fireworks enthusiasts, from producers to spectators. Mr. Lutz said they would have the expertise to set up a multi-national competition; each show would be its own entity.

Mr. Morris commented that an event in August would need a DEP special permit since it would be during turtle season. Other times of year were discussed.

Mr. Morris asked the applicants to send two proposals for multi-day events - one for August and one for November - to Mr. Barnett for review for the January meeting. The August event would culminate on Labor Day, and the November event would culminate with Winterfest (the boat parade is December 13, 2014). Mr. Borrás wanted to see detailed expenses along with the application.

V. The 5K Zombie Run Funding Request - Darren Dietsch, Monster Runs, LLC

Mr. Dietsch described the event as interactive, with runners trying to get away from the zombies, who are staged at different locations. The runners carry flags and the zombies try to snatch the flags. It is a non-timed event; the goal is to “survive.” The event is done in small groups, staggered at 20 - 30 minutes throughout the day. This creates a party atmosphere and is beneficial to vendors. A recent event in Tampa drew 3,000 participants (runners and non-runners alike) and 6,000 spectators; the zombies are paid participants.

Mr. Dietsch continued that the event benefits charities at different levels through monies received from the \$30 - \$45 entry fees. The event can be done day and/or night.

Mr. Morris emphasized that any monies received from the BID should be regarded as seed money, and they should look forward to being self-sufficient in three years. He also suggested that if a pub crawl is part of the event, that they should use the facilities within the BID.

The time frame for the event was discussed, with Spring being preferable.

Mr. Dietsch commented that they are requesting \$10,000 to fund a post-event concert in the Village area (Beach Park). The costs involved at Fort Lauderdale Beach Park were explained, and it was suggested that they not have the concert there. D. C. Alexander Park is free, as is the parking; however, there is still the cost associated with police and fire.

After discussion about the benefits and costs of the event, Mr. Morris asked Mr. Barnett to check with the Parks and Recreation Department and the Police regarding traffic concerns in case the event took place on a street.

Mr. Morris suggested that Mr. Dietsch meet with Mr. Barnett and submit a proposal for a future meeting.

VI. Fort Lauderdale Beach “Watershed to the Reef” Beach Clean Up & Scavenger Hunt Funding Request - Tony Beall/Joan Starr, Mister Nonprofit Consultancy

Mr. Beall and Ms. Starr of Kids Ecology Corps introduced themselves. Mr. Beall described the family-oriented event, which provides education about the importance of the reef.

Mr. Beall said that the request (\$11,000) is for seed funding to get the first four programs running. These programs would be held on four consecutive months. He added they would like to have a liaison from the Committee to help determine the event dates. Mr. Beall mentioned that the program will be more expensive at first because they have to hire and train the educators.

Mr. Beall said that the only obstacle to having this event monthly would be the costs involved. Ms. Starr remarked that a Saturday event would be good for families to look forward to doing together, and they could create 12 different programs.

Mr. Beall said the participation would be limited by the venue; typically the participants gather in a venue, go to the beach and then return for discussion. He added that it would be helpful to change the venue frequently.

Insofar as marketing, Mr. Beall said they work closely with Hands On Broward, work with local publications and hotel concierges and send out e-blasts. There would have to be a cap of approximately 50 participants.

Discussion ensued about the benefits of the event.

Motion by Mr. Cook, seconded by Ms. Lee, to approve the “Watershed to the Reef” Beach Clean-Up application. In a voice vote, the motion passed unanimously.

VII. Tropic Magazine Mod/Weekend 2014 Funding Request - John O’Connor, Tropic Magazine

Mr. O’Connor explained the concept of the Mod Weekend, noting the event highlights architecture, fashion, music and so forth from the mid-century. They do boat and bus tours and have a cinema feature. 2014 would be the second year, and they would do a southbound and a northbound tour based at Central Beach. Mr. O’Connor said they have a website and advertise the event in *Modernism* magazine.

Mr. O’Connor continued that the event was just short of breaking even in 2013, and people were turned away. Approximately 250 people participated. For 2014, they are targeting a cost of \$30,000. They did not do any hotel packages, but would like to work with the concierges this year and have a multi-day event March 13, 14, and 15. Eventually they would like to grow it to a week in length, featuring evening events at

restaurants. An architectural walking tour of the beach area was suggested. A discussion followed about the benefits of such an event.

Motion by Ms. Lee, seconded by Mr. Cook, to approve. In a voice vote, the motion passed unanimously.

VIII. Communications to the City Commission

None.

IX. Old/New Business

Mr. Morris reported that the Food and Beverage item would go before the City Commission conference agenda on January 22, 2014, in addition to the waivers of conflict of interest for the BID members.

Additionally, Mr. Morris reported there were meetings for the City-wide Economic Development Strategic Plan for the areas of the North Beach/Galt Ocean Mile, Executive Airport, and Sistrunk Corridor study area meetings. The Downtown and 17th Street Corridor areas will be discussed at a meeting during this week. Chairs of advisory boards with an economic interest in these areas have been contacted to share information about the business climate. The plan should be finished by March and will probably be followed by a presentation to this Committee.

Mr. Morris mentioned there had been discussion about hiring a firm to do a beach branding proposal, but nothing has been done yet. He asked anyone interested to contribute their ideas. An RFP concept will be brought to the Board at a future meeting.

Hearing no further business, Acting Chair Fernandez adjourned the meeting at 5:25 p.m.

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