

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
JANUARY 13, 2014, 3:30 P.M.**

MEMBERS	ATTENDANCE	SEPT 2013/AUG 2014	
		Present	Absent
Yankee Trader Hotel Amaury Piedra, Chair Blake Crawford, Alternate	P	4	1
Greater FTL Chamber of Commerce Eduardo Fernandez	P	5	0
The Gallery at Beach Place Kenyata Allain Carmen Barbagelata, Alternate	P	5	0
LXR Luxury Resorts & Hotels Marcos Borrás Kevin Quirk, Alternate	A	3	2
Marriott Courtyard Bill Cunningham Thomas Miller, Alternate	P	5	0
The "W" Hotel, Capri Hotel, LLC Dale Reed, Vice Chair Mary Louise Fitzgibbon, Alternate	P	5	0
Beach Community Redevelopment Agency (CRA) Ina Lee	P	4	1
Ritz Carlton Hotel Gregg Cook John Cashion, Alternate	A	3	2
Marriott BeachPlace Towers Jill Munas Jackie Foster, Alternate	P	3	0

Staff

Alfred Battle, Economic and Community Reinvestment Manager
Sandra Doughlin, Clerk III, DSD/ECR
Dan Barnett, Wizard Entertainment, BID Manager
Lisa Edmondson, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call / Quorum

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

The meeting was called to order at 3:34 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes - December 9, 2013

Motion by Mr. Reed, seconded by Ms. Lee, to approve the minutes of the December 9, 2013 minutes. In a voice vote, the motion passed unanimously.

III. Highlights of the Sunshine Law

Ms. Joseph did not appear at the meeting.

IV. BID Manager Update

- Newsletter review - As there were no suggested changes to the BID newsletter, Mr. Barnett stated it would be mailed out by staff the following week.
- Myfortlauderdalebeach.com - Mr. Barnett reported that traffic to the website is increasing mostly due to broader content on the site.
- Calendar of events - A 2014 calendar of events was handed out to the Committee. Confirmation dates for several events are still to be determined. With regard to "Saturday Night Alive," discussion continued concerning redesigning the event concept and having two larger events per year in lieu of four small events. Ms. Lee suggested utilizing DC Alexander Park, also noting there are BRAB monies in place to help finance the events. Mr. Barnett stated that Blake Crawford of the Beach Council has expressed a desire to join the discussion with the BID. It was suggested that if the event is larger, hotels would benefit by booking overnight stays, and the additional monies coming in could help finance a piggyback Sunday event. As the contract renewals for "Saturday Night Alive" have expired, they are looking for other options, utilizing the current

successful branding of the “Saturday Night Alive” event. It was thought mid-level entertainment would be a cost-effective venue.

V. Communications to the City Commission - None.

VI. Old/New Business

- Chair Piedra reported he would be meeting with the Tortuga promoters. It was suggested an event be set up for after Memorial Day.
- Mr. Battle announced that the food and beverage “pilot” program ordinance would be before the City Commission on 2/4/14 for discussion; 1st reading of the ordinance will be on 2/18/14 and 2nd reading on 3/4/14. He indicated it is the City Manager’s desire to not implement the “pilot” program, but just initiate the full program and monitor it to see if the program is successful.
- Mr. Barnett provided photographs from Ambit Marketing to be utilized as backgrounds on traffic boxes. Three images were chosen as acceptable to start the program.
- Chair Piedra asked for feedback on adding two music events to the 2014 calendar. July and November were suggested as good months. Mr. Battle suggested gospel if one of the events were to be held around the Easter holiday.
- Ms. Lee reminded the Committee to keep an eye on Broward County’s plans for its centennial celebration, as monies have been allocated for events.

Hearing no further business, Chair Piedra adjourned the meeting at 4:21 p.m.

[Minutes prepared by L. Edmondson, Prototype, Inc.]