

**APPROVED**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**CITY HALL**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**100 N. ANDREWS AVENUE**  
**FORT LAUDERDALE, FLORIDA 33301**  
**FEBRUARY 10, 2014, 3:30 P.M.**

<b>MEMBERS</b>	<b>ATTENDANCE</b>	<b>SEPT 2013/AUG 2014</b>	
		<b>Present</b>	<b>Absent</b>
Fort Lauderdale Weston Beach Resort Amaury Piedra, Chair Blake Crawford, Alternate (also P)	P	5	1
Greater FTL Chamber of Commerce Eduardo Fernandez	A	5	1
The Gallery at Beach Place Kenyata Allain (arr. 3:41 p.m.) Carmen Barbagelata, Alternate	P	6	0
LXR Luxury Resorts & Hotels Kevin Quirk	A	3	3
Marriott Courtyard Bill Cunningham Thomas Miller, Alternate	P	6	0
The "W" Hotel, Capri Hotel, LLC Dale Reed, Vice Chair <u>Mary Louise Fitzgibbon, Alternate</u>	P	6	0
Beach Community Redevelopment Agency (CRA) Ina Lee	P	5	1
Ritz Carlton Hotel Gregg Cook John Cashion, Alternate	P	4	2
Marriott BeachPlace Towers Jill Munas Jackie Foster, Alternate	A	3	1

### **Staff**

Don Morris, Economic and Community Reinvestment Manager  
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 3:39 p.m. Roll was called and it was noted a quorum was present.

#### **II. Approval of Minutes - January 13, 2014**

**Motion** by Ms. Lee, seconded by Mr. Cook, to approve the minutes of the January 13, 2014, minutes. In a voice vote, the motion passed unanimously.

#### **III. BID Manager Update**

- Branding umbrellas on the beach - The City wants either the City of Fort Lauderdale or Fort Lauderdale Beach logo on all the umbrellas. The location of the umbrellas was discussed, and several members said they planned to exchange their old umbrellas with the new ones, rather than adding umbrellas. Chair Piedra said he and Mr. Morris would meet with the City Manager on the next day, and they would discuss the umbrellas. Several members said they did not want two logos on their umbrellas, especially if their umbrellas already say "Fort Lauderdale" on them.
- Branding conference call - Mr. Barnett reported they have scheduled a conference call with a company that handles city branding. Starmark and MMG were suggested as potential companies for presentations on the subject. Mr. Morris advised that someone from the City has to have input on the project as well. He added there would have to be an RFP if they wanted to contract with a company. Mr. Morris cautioned against asking companies to say exactly what needs to be done, rather than discussing the process in general terms, as that would eliminate them from the RFP process.
- Meeting with Blake Crawford (Marketing Committee Chair for Beach Council) - Mr. Barnett said they discussed how to get input from all the marketing managers on the beach regarding existing or past Saturday Night Alive events and how they could be made more effective. One idea was to have a free concert at DC Alexander Park that fits the new branding direction. There could be a VIP

relationship with that event whereas hotels/restaurants/stakeholders in the BID area would have access to VIP credentials to give to patrons to help draw business to the area. They are looking into costs and name bands. Mr. Barnett said they need to look into whether the funding for Saturday Night Alive can be extended, getting funding for myfortlauderdalebeach.com for a year, or getting another RFP for a company to handle that. Mr. Crawford suggested adding in social media. Ms. Lee mentioned that there will be an additional trolley route that goes from the north to the south end of the beach.

- Mr. Morris said the CRA is looking at redeveloping DC Alexander Park to include a kids' play fountain, a passive area, and accommodations for evening events. It was noted that the stage would be on the south end of the property, facing north/northeast. The venue could also host farmers' markets, art shows and the like. Ms. Lee wanted to activate the venue.
- Discussion ensued about what type of events to pursue - several large events or a series of smaller ones. Chair Piedra said he will meet with representatives from Tortuga and Live Nation to discuss concert partnering opportunities. Mr. Morris said if a show turned a profit, the BID would be allowed to reinvest in the BID for their stated function.
- Regarding myfortlauderdalebeach.com, Mr. Morris said there was no CRA funding identified for it (\$1500 per month cost). Since Wizard Entertainment is under contract, Mr. Morris suggested subbing out the cost of the website to them.
- Ambit Marketing - By the end of the week, the three traffic box images selected at the last BID meeting will be complete; the images will then go out to bid for installation.

**IV. Communications to the City Commission - None.**

**V. Old/New Business**

**● Update on Food and Beverage on the Beach**

Mr. Morris reported that he, Chair Piedra, and the City Manager will meet to iron out the concept for the Food and Beverage program, as the City Manager felt it can be approached in a manner other than a one-year pilot program. Another topic for discussion is the logistics of having someone other than the contracted chair vendor selling beverages. Mr. Cook pointed out that the program is more of a service to the beach-goers, rather than a money-maker for the hotels. Mr. Morris also mentioned that they will discuss whether the City gets some revenue from the program, perhaps through a "licensing fee."

Mr. Barnett reported that a representative from the fireworks company who reported that that his expenses related to City Services would be "extremely high" - he is reconsidering having the event. Mr. Barnett said he would follow up with the company and find out what they consider to be too much money.

Mr. Cunningham brought up the speed boat races, and Mr. Barnett reminded the Board that boats cannot anchor on the coral reefs here.

Mr. Crawford offered assistance with any items from the Beach Council Marketing Committee.

Ms. Lee inquired after the status of the high-end car show, and Mr. Cook said he would research it. At one point, they had discussed tying it into the boat show, but Mr. Barnett said that could not be done because the boats leave directly after the show. Mr. Cook suggested the Bonnet House venue for a car show.

Mr. Barnett stated that it would be beneficial to have a well-defined choice of venues for people wanting to do events, complete with costs, parking, stage characteristics and so forth.

Hearing no further business, Chair Piedra adjourned the meeting at 4:26 p.m.

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