

**APPROVED**

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

<b>MEMBERS</b>	<b>ATTENDANCE</b>	<b>SEPT 2013/AUG 2014</b>	
		<b>Present</b>	<b>Absent</b>
Sheraton Fort Lauderdale Amaury Piedra, Chair <u>Blake Crawford, Alternate</u>	P	6	1
Greater FTL Chamber of Commerce Eduardo Fernandez, Acting Chair	P	6	1
The Gallery at Beach Place Kenyata Allain Carmen Barbagelata, Alternate	A	6	1
LXR Luxury Resorts & Hotels Kevin Quirk	P	4	3
Marriott Courtyard <u>Bill Cunningham</u> Thomas Miller, Alternate	P	7	0
The "W" Hotel, Capri Hotel, LLC Dale Reed, Vice Chair <u>Mary Louise Fitzgibbon, Alternate</u>	P	7	0
Beach Community Redevelopment Agency (CRA) Ina Lee	P	6	1
Ritz Carlton Hotel <u>Gregg Cook</u> John Cashion, Alternate	P	5	2
Marriott BeachPlace Towers Jill Munas <u>Jackie Foster, Alternate</u>	P	2	1

**Staff**

Don Morris, Economic Reinvestment Administrator

Dan Barnett, Wizard Entertainment, BID Manager

Eileen Furedi, Clerk II

Lisa Edmondson, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

**Motion** by Ms. Lee, seconded by Mr. Crawford, that the BID expresses a desire to bring a company on board to help brand the Beach, using BID funds. In a voice vote, the motion passed unanimously.

**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 3:33 p.m. Roll was called, and it was noted a quorum was present.

Upon **motion** duly made and seconded, Eduardo Fernandez was selected to act as Chair for the meeting. In a voice vote, the motion passed unanimously.

**II. Approval of Minutes - February 10, 2014**

**Motion** by Ms. Lee, seconded by Mr. Cook, to approve the minutes of the February 10, 2014, minutes. In a voice vote, the motion passed unanimously.

**III. Highlights of the Sunshine Law - Jonda Joseph, City Clerk**

Ms. Joseph provided a review of the Sunshine Law.

**IV. Discussion of Signage Enforcement on the Beach - Donald Morris, Economic Reinvestment Administrator**

Mr. Morris introduced Jenni Morejon, Deputy Director, Department of Sustainable Development, who explained that the department also covers code enforcement. Ms. Morejon proceeded to give an update on beach signage, including the various following topics:

- Aesthetics and safety concerns versus business marketing concerns
- Pedestrian mobility is jeopardized
- One sign invites many more
- Many signs meet code but do not have permits
- Focused on sandwich signs and windows, doors, walls in central beach area

Dick Eaton and Adam Feldman, Code Enforcement, distributed photos of signage before and after “sweeps,” and reported as follows:

- Talked to all businesses on beach regarding signs: first time offense = 48-hour window to remove signs; second time = warning citation.
- City cannot censor content (t-shirts etc.), but looks for code criteria, such as not blocking more than 20% of the window space
- Trying to focus on the most obvious and glaring examples
- Provision exists for new businesses to put up banners
- Sandwich boards have to be on private property (doorway or patio); most are not
- They are looking at options for presenting menus (menu boards)
- Two primary principles are:
  - Pedestrian safety, and keeping a clean, aesthetic environment on beach
- Technically menu boards would not be permitted, but they are not being cited
- Code is city-wide, not just A1A
- Code does not regulate content; but citizens can talk to the owners

Ms. Morejon invited the members of the Board to provide feedback to Mr. Morris about any issues concerning signage enforcement.

#### **V. BID Manager Update - Dan Barnett, Wizard Entertainment**

- Myfortlauderdalebeach.com funding - Wizard Entertainment has been funding the site (within the Saturday Night Alive program), spending \$18,000-\$20,000 annually. Mr. Barnett hoped to see similar figures when it goes out to bid. He mentioned that he is requesting approval from the Board to seek bids for funding the site, as the annual contract will be due in several months.

Mr. Barnett brought up a potential second phase for the website - Search Engine Optimization (SEO) and growth - and asked the Board for feedback. He noted that branding should probably occur before that. Mr. Barnett clarified that Wizard Entertainment (through Saturday Night Alive) is currently funding the website.

Mr. Morris asked that the Board recommend an amount that would be appropriate for a bid. He added they can go out to bid on anything less than \$50,000 without going through an RFP process. He continued that Mr. Barnett would manage the new person/company. Several members recommended adding more content to the site and expanding the marketing.

Mr. Barnett recommended adding approximately \$20,000 more to the project for expansion. Ms. Fitzgibbon remarked they need to focus on the branding issue first, because that will drive the website. Discussion ensued about the importance of establishing a brand.

Mr. Morris stated they have not received the necessary direction to put together a bid. He added that a Communication to the City Commission would be in order to get the Commission's buy-in. Mr. Morris commented that many other groups will be providing input into the brand content. At this point, he recommended talking to a lot of companies and compiling information.

Mr. Barnett reported that he obtained two sample RFPs for branding for the Board to peruse. Mr. Barnett also said he has a list of about 10 companies that do branding research; he has approached one of them, but they said they had a conflict because they already work with another city in Florida.

Mr. Barnett remarked that he needs a consensus from the Board if they want to put out a bid to get myfortlauderdalebeach.com maintained as it currently is without any additional funding. He said that Wizard Entertainment could probably bridge the site to keep it going. Mr. Barnett confirmed that, for the short term, the Board wished to keep the site going at the current most cost-effective rate without diminishing it, but also without putting any more into it. He said that the contributions of the "Friends" of the site go toward the SEO and other aspects. Mr. Barnett thought that "up to \$25,000" would be appropriate for a bid, and they would choose the least expensive of the three qualified bids.

**Motion** by Ms. Lee, seconded by Mr. Cook, to fund up to \$25,000 to keep the site going for up to one year. In a voice vote, the motion passed unanimously.

## **VI. Communications to the City Commission**

**Motion** by Ms. Lee, seconded by Mr. Crawford, that the BID expresses a desire to bring a company on board to help brand the Beach, using BID funds. In a voice vote, the motion passed unanimously.

## **V. BID Manager Update (continued)**

- Traffic box wrap - Mr. Barnett reported that the creative aspect is moving through the process, and they are getting ready to go out for bid for printing and installation.
- Fireworks - The company that presented a proposal for the BID is looking at doing due diligence to make sure they can afford the execution of it with the City services

Mr. Barnett said that the three events that have been funded are moving forward (Mod weekend, volleyball and fireworks).

Ms. Lee felt that the events need to be promoted in a more "holistic manner" until they can expand the website (myfortlauderdalebeach.com). Ms. Fitzgibbon added that all

the members need to support the events and then compare notes after the event. Mr. Barnett commented that he planned to send a post-event followup form, with the format used for Saturday Night Alive, and send it to the company who did the event.

## **VII. Old/New Business**

Mr. Morris said that there are issues that need to be resolved regarding Food and Beverage. The Legal Department is going to review several matters, and they may need to take the matter to the City Commission to determine whether the changes can be made. One item is if it is necessary for the hotels to bid. The question is that in the bid how to verify if the hotels can provide the service at the level that the Department is asking for. The current proposal is that hotels and restaurants would both have to submit the package, to make sure the level of service is high.

Another item under discussion is a City fee on every purchase. Chair Piedra is researching that item. The money would go into an account that would be spent on the beach. Mr. Morris said it was scheduled for the City Commission, but was removed from the agenda because the City Manager had some concerns.

Acting Chair Fernandez acknowledged the time being spent on this issue, and said it is frustrating. He said they are trying to compete on an even keel with other cities, and he wondered how much more will be required to pass the ordinance. Mr. Cook thought it would be better to forge ahead and modify it later if necessary. Mr. Morris will keep the Board advised of any updates. Ms. Lee suggested bringing the City Manager into the next meeting to discuss concerns.

Mr. Morris said that another issue was whether to do it as a pilot program. The City Commission would need to be notified if it were not to be done as a pilot program. How the fee would be levied involves logistics, and they will be talking with the auditor.

The issue of Tortuga was brought up, with Ms. Lee saying that they decided to hold off on smaller events over the summer to allow for mega events. Discussion ensued about the matter.

In addition, Ms. Lee said this is the first summer in five years that there is no promotion as a beach destination on Fort Lauderdale Beach, and she wondered what would be done over the summer. She felt that instead of events, the area was now relying on individual businesses and the CVB for awareness.

Acting Chair Fernandez commented that the Tortuga people are extremely busy and are only focused on "executing." Mr. Barnett added that they will have to get an update from Chair Piedra.

Ms. Lee suggested using [myfortlauderdalebeach.com](http://myfortlauderdalebeach.com) to promote the VIP Package (two for one) sponsored by the CVB.

Ms. Lee commented that the Beach Redevelopment Advisory Board (BRAB) will be looking into improvements at DC Alexander Park. The EDSA went to the City Commission conference last week about some preliminary ideas for the area; it has not yet gone to the BRAB. The City Commission wants to know what the uses will be before the money is spent in that area. Ms. Lee wanted to know what activities this Board wants to see on the beach in that area. Some of the uses suggested were:

- Art events
- Food trucks
- Music events
- Farmers' markets
- Events similar to Flavors of Fort Lauderdale

Regarding the capacity of that area, Mr. Barnett stated that if the street is incorporated into the area, the capacity would be 2,000-3,000 people. He continued that they need a venue whose costs are easy to define to an event promoter.

Mr. Cook advised against developing the site so that it would be limited in what could be done. Various amenities were discussed, such as bathrooms, power, water feature, stage or a similar area.

Ms. Lee invited the Board members to attend the next BRAB meeting, where a discussion on DC Alexander Park will occur.

Ms. Lee brought up the Ambassadors Program, noting it is a partnership between the Downtown Development Authority (DDA), the Fort Lauderdale Police Department, the City of Fort Lauderdale, the community, and the ambassadors, making the area safer and friendlier. She distributed copies of an informational item about the program.

Hearing no further business, Acting Chair Fernandez adjourned the meeting at 4:47 p.m.

Attachments:

Handout on the Ambassadors Program - Ms. Lee

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