

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
APRIL 14, 2014, 3:30 P.M.**

MEMBERS	ATTENDANCE	SEPT 2013/AUG 2014	
		Present	Absent
Sheraton Fort Lauderdale <u>Amaury Piedra, Chair</u> Blake Crawford, Alternate	P	7	1
Greater FTL Chamber of Commerce Eduardo Fernandez, Acting Chair	P	7	1
The Gallery at Beach Place <u>Kenyata Allain</u> Carmen Barbagelata, Alternate	P	7	1
LXR Luxury Resorts & Hotels Kevin Quirk	P	5	3
Marriott Courtyard <u>Bill Cunningham</u> Thomas Miller, Alternate	P	8	0
The "W" Hotel, Capri Hotel, LLC Dale Reed, Vice Chair <u>Mary Louise Fitzgibbon, Alternate</u>	P	8	0
Beach CRA Ina Lee	A	6	2
Ritz Carlton Hotel <u>Gregg Cook</u> John Cashion, Alternate	P	6	2
Marriott BeachPlace Towers Jill Munas Jackie Foster, Alternate	A	2	2

Staff

Don Morris, Economic and Community Reinvestment Administrator

Dan Barnett, Wizard Entertainment, BID Manager

Eileen Furedi, Clerk II

Lisa Edmondson, Recording Secretary, Prototype, Inc.

Communications to City Commission

By consensus, the Board agreed to request a joint meeting with the City Commission to discuss priorities and branding of Fort Lauderdale Beach.

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 3:43 p.m. Roll was called, and it was noted a quorum was present.

II. Approval of Minutes - March 17, 2014

Mr. Morris noted that his title was "Economic and Community Reinvestment *Administrator*" [not Manager].

Motion by Mr. Fernandez, seconded by Ms. Fitzgibbon, to approve the minutes of the March 17, 2014, minutes as amended. In a voice vote, the motion passed unanimously.

Cathy Coke from Ambit Advertising distributed renderings of the traffic wraps, which would include QR codes and maps.

Mr. Morris said they had anticipated a \$30,000 cost but the bid had come in at \$10,000. They were pulling permits and he hoped the wraps would be installed early next month.

III. The Fort Lauderdale Xtreme Top Box Throwdown - Robert Morgalo, Xtreme Top Box

Mr. Morgalo gave a Power Point presentation, a copy of which is included with these minutes for the public record. He informed the Board that they would produce a 2-day cross-fit inspired event on the Beach on Columbus Day.

Mr. Morgalo said the demographic for the competition was educated, affluent individuals with high discretionary spending. The events stressed teamwork and overcoming obstacles. Advertising would be placed in print magazines as well as social media. At past events, approximately 56% of participants were from South Florida and 44% were from out of the area. He anticipated 200 room nights per night. Mr. Morgalo expected 50 teams to participate this year, not including the Youth Challenge.

Mr. Morgalo was requesting \$25,000 this year, \$15,000 the second year and \$10,000 the third year. They would contribute back 10% of the proceeds. The total budget was \$150,000, including the prize money. They were negotiation with several media outlets but had nothing concrete yet. The event was also being filmed for webcasting.

Chair Piedra announced he had a conflict, because he was General Manager for the Sheraton, with whom Mr. Morgalo was negotiating. He therefore would not vote on any motion related to this item.

Mr. Fernandez asked if Mr. Morgalo was aware of the costs of setting up an event on the Beach. Mr. Morgalo said he had met with a City representative, Police and Fire and Parks representatives and would meet again soon with the City representative.

Mr. Morris suggested including a BID logo and MyFortLauderdaleBeach.com on the brochure for the event and Mr. Morgalo agreed.

Ms. Fitzgibbon asked how they should handle these requests when the event had a headquarter hotel. Mr. Fernandez asked for a draft budget breaking down how the budget would be spent. Mr. Morgalo explained that none of their budget went to pay for hotel rooms; entrants booked their own hotels.

Mr. Barnett stated South Fort Lauderdale Beach Park was chosen for most of the larger events because of its size.

Mr. Morris asked Mr. Morgalo to provide the BID with the numbers from the event, which could be used to evaluate the event for next year.

Mr. Fernandez felt the \$25,000 request seemed high for the size of the event. Mr. Morgalo stated he wanted to re-brand the event in Fort Lauderdale and it would shed a positive light on the City.

Motion made by Mr. Cook, seconded by Ms. Fitzgibbon, to provide \$15,000 for the event. In a voice vote, with Chair Piedra abstaining, motion passed unanimously.

Chair Piedra reported the Tortuga Music Festival the previous weekend was probably 50% larger than the previous year. He remarked on the number of people who had come from out of town to attend. He was talking with the promoters about putting on another event in the fall in which the BID would participate as a partner. Mr. Morris advised they should have a limited budget for smaller events so they could keep enough in reserves to be able to do this. Ms. Fitzgibbon felt this tied in with their branding strategy.

Chair Piedra reported the Air and Sea show organizers wanted to bring the event back for 2015. He explained that it was not possible this year because of the FLL runway expansion project.

IV. BID Manager Update - Dan Barnett, Wizard Entertainment

Mr. Barnett remarked the Tortuga Music Festival was the best produced event he had ever seen in that environment.

- Traffic box wraps - Mr. Barnett stated Ms. Coke was doing a tremendous job. Ad Graphics, the contractor who had won the RFP, was one of the original companies creating the wraps.
- Myfortlauderdalebeach.com contract - Mr. Barnett reported the website was getting bigger and he proposed spending \$2,000 per month for Wizard to maintain the website until they developed another strategy.
- Mr. Barnett had spoken with Lt. Schultz at the Police Department regarding event parking. He said residents did not want more events on the beach because of the traffic delays. Mr. Barnett wanted to develop a way to communicate with residents via text or email and he also suggested issuing residents an annual parking pass.

Mr. Fernandez agreed that issuing parking passes was an interesting concept, but wondered how they would coordinate the notifications with the events. Mr. Barnett said this could also be utilized for staff access for events. Mr. Fernandez wondered who would manage it and who would pay for it. Mr. Barnett thought this might be the BID's responsibility, since it was Beach-oriented. Mr. Morris thought that in the short-term, it would be specifically for events, but in the long term, it might become a City function, depending on the use. He felt they should involve not only the Police Department but also the Public Information Office, and they should include residents outside the barrier island, who were affected by traffic as well. Mr. Morris agreed he would discuss this with Mr. Barnett and return to the Board with a proposal.

V. Communications to the City Commission

[This item was discussed out of order]

Mr. Morris said the City Commission wanted clarification about the Board's communication from their last meeting regarding branding the Beach using BID funds. He suggested setting up a joint meeting with the City Commission to discuss this. Mr. Barnett recommended the Board meet with marketing people to define what they wanted to accomplish regarding branding.

By consensus, the Board agreed to request a joint meeting with the City Commission to discuss priorities and branding of Fort Lauderdale Beach.

VI. Old/New Business

No discussion.

Beach Business Improvement District Advisory Committee

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Attachments:

Traffic wrap renderings

Xtreme Top Box Throwdown Power Point presentation

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