

APPROVED

SPECIAL JOINT MEETING

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
AND
BEACH REDEVELOPMENT BOARD**

**100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, SEPTEMBER 12, 2011 – 3:30 P.M.**

<u>BID MEMBER/CATEGORY</u>	<u>ATTENDANCE</u>	<u>PRESENT</u>	<u>ABSENT</u>
Amaury Piedra, Chair (Yankee Trader Hotel, A1A Trader, LLC)	P	6	3
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	A	3	6
Kenyata Allain (The Gallery at Beach Place)	P	5	3
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	6	3
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	7	2
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	P	8	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Cor.)	P	5	4
William Stanton (LXR Luxury Resorts & Hotels)	P	7	2
Aiton Yaari (Beach Redevelopment Advisory Board)	P	6	3

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

<u>BRB MEMBER</u>	<u>ATTENDANCE</u>
Bradley Deckelbaum, Chair	P
Ramola Motwani, Vice Chair	P
Jordana L. Jarjura	P
Chuck Malkus	P
Dan Matchette	P
Melissa Milroy	P
Judith Scher	P
Tim Schiavone	P
Aiton Yaari	P
Mel Rubinstein	A

Staff

Stephen Scott, Economic Development Director
Don Morris, Beach CRA Director
Eileen Furedi, Economic Development Representative
Earl Prizlee, Engineering Design Manager
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

Chair Piedra called the meeting to order at 3:46 p.m. Roll was called and it was noted a quorum was present. Roll was also called for members of the Beach Redevelopment Board attending the joint meeting.

II. Approval of Minutes – July 11, 2011

Motion made by Mr. Cunningham, seconded by Mr. Oliver, to approve the minutes of the July 11, 2011 meeting. In a voice vote, the **motion** passed unanimously.

III. Presentation for Seafood Festival

Jamie Bunn, owner of Bluewater Movements, gave a PowerPoint presentation to the Board. He explained that his company has been involved in event marketing for the last 15 years and organizes several large east coast fishing tournaments.

The target audience of the proposed Seafood Festival is working professionals and south Florida residents in the 30-to-50 age range. Mr. Bunn advised that they plan to make the festival a destination event in future years so it will bring visitors from other regions as well. The event will also serve as a fundraiser for local clubs and charities.

The festival would be a three-day event, beginning with a half day on Friday and two full days on Saturday and Sunday. The food element of the festival is intended to be a major point of distinction, as Bluewater Movements will reach out to local restaurants and businesses and give them the opportunity to participate as vendors. This will provide a good public relations opportunity for local restaurants and exceptional food for event attendees. It will also create an

atmosphere that attendees could expect to encounter when visiting the participating restaurants.

Mr. Bunn said another primary driver for the event would be music. They would seek both national and local artists to participate in the event, with music geared toward the target demographic cited earlier. Arts and crafts by nearly 100 vendors would also be featured at the event as a retail/experiential component. Participating vendors would have a nautical element consistent with a Seafood Festival event. Activities will promote a family environment.

Mr. Bunn showed the members a detailed footprint of the event, pointing out that Bluewater Movements feels they can put on the event without closing any roadways or obstructing day-to-day business and traffic in this location. He concluded that Bluewater Movements hopes to host the event between November 2012 and January 2013. Mr. Bunn emphasized that the event will be 95% privately funded. He hopes to appear on a September or October City Commission Agenda in order to work with the City on a licensing agreement.

Chair Piedra remarked that the BID is working with another promoter for a food and wine event in November 2012, and requested that conflicting dates be avoided. Mr. Bunn said Bluewater Movements would be glad to work with both the food and wine promoter and the City in order to arrive at the best event date.

Ms. Jarjura noted that while the event will be 95% privately funded, Bluewater Movements is requesting in-kind services related to security from the City. She asked if City Staff has shown an inclination to provide these services in-kind. Mr. Bunn said they have not at this point, and reiterated that they will work closely with the City when determining the final budget.

Mr. Cunningham asked if local restaurateurs have shown interest in participating in the event. Mr. Bunn said he has not yet reached out to local restaurants, as they have not reached a point in planning at which this would be appropriate; however, Bluewater Movements has relationships with some local restaurants that could be helpful in developing the event. He added that the layout of the event could be reconsidered if participating restaurateurs found it difficult.

Chair Piedra asked if Mr. Bunn was seeking a vote of support from the BID. Mr. Bunn said this would be helpful when the event is presented to the City Commission. Mr. Morris clarified that a joint vote by the BRB and BID would be permissible.

Motion made by Mr. Stanton, seconded by Mr. Deckelbaum, in support of continued exploring of the event. In a voice vote, the **motion** passed unanimously for both the BID and BRB.

The following Item was taken out of order on the Agenda.

VI. Fort Lauderdale Air Show Presentation

Brian Lilley of B. Lilley, Inc. explained that he is working with Ramola and Dev Motwani, hoteliers, to bring an Air Show back to Fort Lauderdale in April 2012. He advised that an air show is a very positive event with great economic impact, and will be held in the Fort Lauderdale community rather than outside it at an airport. His team is experienced in event production and beachfront air shows.

Mr. Lilley advised that his team develops the entire event and uses a financial model that has proven successful. The footprint of the proposed Air Show is smaller than it has been in the past, so the impact to the surrounding community has been minimized. The promoter also works to maintain a strong relationship with both sponsors and performers. Mr. Lilley provided the members with a list of the national and regional sponsors of his last two air shows.

He explained that the proposed Air Show plans to use the area from Sunrise Boulevard to Fort Lauderdale Beach Park in order to reduce the impact from closures and other associated support costs. The Air Show would involve four days of activities, including a welcome party, rehearsals, and the show itself. There will be opportunities for evening events as well. Mr. Lilley explained that this creates reasons for visitors to stay in town for multiple nights.

Mr. Motwani stated when he and Mr. Lilley first appeared before the BRB to discuss the Air Show, they were working with 2007 figures to determine the projected costs associated with the event. These costs were roughly \$400,000 in 2007. Mr. Motwani recalled that they had expected these costs to decrease due to the smaller footprint and shorter time frame of the show, which had led to an initial request of \$100,000 from the BID and BRB. However, estimated City support costs had instead increased significantly. They have worked with City Staff to reduce these figures, which are now projected at just below \$500,000. Because of this increase, the request to the BRB is instead for \$200,000 and the request to the BID is for \$100,000.

Chair Piedra observed that support of the Air Show is important, but noted that he had not expected a request for BID funds at today's meeting. Mr. Morris advised that he had expected a presentation on the Air Show but had also not been aware of a forthcoming request for funds.

Mr. Yaari commented that both advisory bodies are in favor of supporting the Air Show, but felt the results of their discussions would be more favorable if the discussions were not done under pressure. He advised that the Air Show might

have to wait approximately two more weeks before hearing of either body's decision. Ms. Motwani said while the intent was not to place pressure on any advisory body, time is an important factor, as there are decisions that must be made and seed money that must come in.

Ms. Scher suggested that the BRB also hold a special meeting, as she also felt they were being asked to make a decision under some pressure. Mr. Lilley added that there is pressure on the Air Show as well, as they are attempting to schedule performers.

Mr. Deckelbaum asked what the total cost estimate of the event would be. Mr. Lilley said it appeared to be \$1.25 million to \$1.3 million, including the cost of City support.

Ms. Jarjura recalled that the BRB's discussion had focused on whether or not their budget could accommodate a lesser amount than the \$200,000 requested. She asked if the Air Show would then increase their request to the BID to make up for the difference. Mr. Motwani said they are continuing to work with City Staff to determine the exact figures necessary, as the \$498,000 figure is an approximation.

Chair Piedra confirmed that a special BID meeting would be held in the near future to further discuss the budget and the request.

Mr. Deckelbaum noted that the BRB had discussed this Item at their meeting earlier in the day. He pointed out that their next meeting will be the day before the CRA Board meets. Mr. Scott advised that making a recommendation the day before the CRA Board's meeting would be a problem, as that Board's Agenda is already set.

Mr. Deckelbaum asked how the CRA Board would arrive at a figure to fund the Air Show without a recommendation from the BRB. Mr. Scott said if the BRB made a negative recommendation, the request would not be placed on the CRA Board's Agenda. It was determined that this discussion would be continued by the BRB following the joint meeting.

**V. Review or Proposed Holiday Lighting (BID)
Review Proposal for a Holiday Tree at the Las Olas Beach
Entrance (BRB)**

**Review Proposal for an Ice Skating Rink or an Artificial Ice Skating
Rink at D.C. Alexander Park (BRB)**

Mr. Morris said the annual holiday lighting had received at least five bids, and recalled that last year's holiday lighting costs were funded through a joint expenditure between the BID and the Beach CRA. This year's proposal is for \$58,181. A purchase of 23 transformers for the holiday lights is also needed this year, which would bring the total cost of lighting to \$72,756.

He added that the BID had budgeted \$58,000 toward holiday lighting in the 2011-12 budget, and they also have a contingency of \$150,000 that was carried over from the previous year. This would make it possible to cover the additional amount needed. Mr. Morris advised that the Committee would need to make a recommendation he could present at the next scheduled City Commission meeting.

Mr. Yaari suggested if the BID helped defray the cost of the tree, the BRB may be able to contribute more toward the Air Show. Ms. Jarjura explained that there are not sufficient BRB funds to fund both requests.

Motion made by Mr. Stanton, seconded by Mr. Oliver, to approve [the holiday lighting request]. In a voice vote, the **motion** passed unanimously.

Mr. Morris explained that there had originally been consideration of leasing the tree over an eight-year period, which would cost \$40,000 to \$50,000 annually. The cost of purchasing a tree would be equal to three years' cost of leasing it. Future expenses would include the service of maintaining and storing the tree. While this is more money than the advisory bodies had spent on the Centennial "100" sign, the tree would be put up each year at the holiday season.

Mr. Deckelbaum asked what the cost of the tree would be in years two and three. Mr. Morris replied that this was not how the costs for the tree were determined. The \$156,000 figure includes the cost of the tree, its storage and upkeep, and other service costs. In future years, the costs of storage and refurbishment of decorations would be considered. The tree and ornaments comprise approximately \$123,000 of the total cost.

Mr. Matchette observed that the experience of having a tree of this size on the beach is not yet known, and pointed out that the wind would cover the tree in salt. He suggested that due to weather, it might be best to lease the tree for one year and purchase it the next. Mr. Morris advised that it is probably too late now to bid out a lease for a tree of this size, and the existing bid had been for purchase instead. It was noted that the tree's lighting system is designed to withstand the beach weather, and maintenance costs would include regular cleaning of the tree.

Mr. Yaari suggested that the two advisory bodies look at their combined budget to determine whether or not they could fund both the Air Show and the holiday tree.

Chair Piedra said from the BID perspective, they would consider the Air Show to be more important than the holiday tree. He noted, however, that he had not been aware that the Air Show's presentation would include a funding request, and stated again that a special meeting would be held to discuss the budget.

Mr. Yaari asked Mr. Morris if the BRB could ask the City Commission for additional money for the tree. Mr. Morris said they could make this request, as the City Commission would probably recognize that this would be a one-time purchase.

Mr. Morris continued that if the BRB contributed \$100,000 to the Air Show, they would need to request \$75,084 from their remaining non-allocated funds. This would also mean no other events could be funded over the year.

Ms. Jarjura stated that she felt the BRB was intended to make capital improvements and would not vote to increase their existing budget.

Motion made by Ms. Jarjura to deny the holiday tree. The **motion** died for lack of second.

Mr. Morris clarified that if the BRB chose to use some of its undesignated funds, they would be able to fund the holiday tree and contribute \$100,000 toward the Air Show, as well as the Sun Trolley, the Memorial Day event, and Saturday Nite Alive.

It was determined that the BRB discussion on this Item would also continue after the joint meeting was adjourned. Mr. Scott noted that five BID members remained present; if another BID member left, there would be no quorum for that body.

IV. Presentation of Indy Grande Prix League

Dale Dillon, President of the proposed Fort Lauderdale Grande Prix, gave an overview of the project. There are three partners involved in the Grande Prix, including himself. Mr. Dillon has been involved in this arena for 10 years, including operations for the St. Petersburg Grande Prix and the Baltimore Grande Prix. The proposed event would last for three days, with an estimated economic impact of \$70 to \$80 million for the area. The impact would come through hotels, restaurants, and ticket sales. Attendance is estimated to be approximately 150,000-160,000.

The event would be self-promoted through sponsors and private investors, with no contributions sought from the City. Corporate, regional, and local sponsorships would fund the event. Mr. Dillon noted that the recent Toronto Grande Prix created 448 full-time jobs in the area, as well as \$5 million in federal taxes and \$1.4 in municipal taxes. Track building and planning in Toronto also generated \$5 million in direct economic impact. Mr. Dillon asserted that all work would be generated from local labor.

Partnership objectives for the City and County would include enhanced public awareness of Fort Lauderdale and Broward County; bringing tourists and visitors to the area; increased out-of-market awareness of the area; a high-end environment for corporate executives with gala events; and other events that would highlight the positive characteristics of the community and promote awareness of the region.

Mr. Dillon stated that past events have proven it is possible to bring a street-course event to the community and deliver participation from both a sponsorship and investment side and a public participation side. The market in southeast Florida is considered to be stronger than other markets for corporate sponsorships. He described the City's setting as comparable to Monaco. The track would be 2.1 miles with 14 turns, and typically between 75-80 laps, or two hours.

Mr. Yaari asked what the Grande Prix would need from the BID with regard to support. Mr. Dillon said the City has approved the promoters to begin researching the City services and license language necessary

Motion made by Mr. Yaari, seconded by Mr. Malkus, for a consensus of both [the BRB and BID] to greatly support and encourage the City to work with the Fort Lauderdale Grande Prix and bring it to completion. In a voice vote, the **motion** passed both the BID and BRB unanimously.

There being no further business to come before the BID at this time, the meeting was adjourned at 5:11 p.m.