

**APPROVED**

**BEACH REDEVELOPMENT BOARD  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FL 33301  
MONDAY, SEPTEMBER 12, 2011 – 2:30 P.M.**

<b>MEMBERS</b>	<b>ATTENDANCE</b>	<b>CUMULATIVE</b>	
		<b>PRESENT</b>	<b>ABSENT</b>
Bradley Deckelbaum, Chair	P	7	0
Ramola Motwani, Vice Chair	P	6	1
Jordana L. Jarjura (arr. 2:55)	P	5	2
Chuck Malkus	P	7	0
Dan Matchette (dep. 4:23)	P	6	1
Melissa Milroy (arr. 2:35)	P	6	1
Mel Rubinstein	A	4	3
Judith Scher	P	7	0
Tim Schiavone	P	5	2
Aiton Yaari	P	3	4

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum.

**Staff**

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

**Communication to City Commission**

None.

**I. Call to Order / Roll Call**

Chair Deckelbaum called the meeting to order at 2:30 p.m. Roll was called and it was noted a quorum was present.

**II. Approval of Minutes – July 18, 2011**

**Motion** made by Ms. Scher, seconded by Mr. Malkus, to approve the minutes of the July 18, 2011 meeting. In a voice vote, the **motion** passed unanimously.

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

**V. Update on Proposed Budget**  
• **Discussion of Event Budget**

Mr. Morris referred the Board members to a copy of the budget they had approved at the June 2011 meeting. He noted that some adjustments have been made since that time in order to increase operating expenses and marketing efforts on the beach. The professional service budget has also increased, and Mr. Morris advised that some bonding would be necessary for some of the projects proposed for the beach during the coming fiscal year.

He continued that office operating expenditures have increased from \$189,986 to \$329,686 at the recommendation of the City Manager. This will not affect any of the Board's capital improvement expenditures, but will allow more flexibility within the operating budget.

Chair Deckelbaum noted that the marketing budget has been increased from zero to \$40,000. Mr. Morris explained that these funds may go toward creating a website, as the City does not own the domain used for Saturday Nite Alive; a new site would be specifically for the Beach CRA and would include information that is not necessarily event-driven, such as construction projects. There has also been discussion of creating an iPhone application. He pointed out that any funds not spent on marketing would go back into the capital improvements budget at the end of the year, and any initiatives would be brought before the Board for discussion.

Vice Chair Motwani asked how the figure of \$40,000 was determined for a marketing budget. Mr. Morris said this figure would give the Board sufficient leeway to undertake some of the projects they have previously discussed. He stated again that some projects would be bonded out, as they would require funding that is not readily available. He cited a proposed parking garage as one example. In addition, he advised that other issues may arise, such as public meetings, for which additional funds would be required as well.

Mr. Morris called the members' attention to a supplement in their backup materials regarding the event budget. The budget for this year is \$371,000; however, the three requests appearing on today's agenda alone would cost \$416,084. There are likely to be additional requests for funding of other beach events throughout the year as well. Mr. Morris advised that should the Board decide to help fund other events, they would need to make this recommendation to the CRA Board for its records so the event budget could be increased. Chair Deckelbaum clarified that the City Commissioners sit separately as the CRA Board.

Mr. Yaari asked if the Board would be asked to vote on the updated budget at

today's meeting. Chair Deckelbaum explained that they have already voted to approve the general budget, and will vote to fund specific projects on an item-by-item basis.

Mr. Yaari commented that while he supports the Air Show and assisting the TMA, he would like to see how much of the funding would fall within the CRA. Mr. Morris referred to the backup material, which breaks down the overall costs of the Sun Trolley and the Air Show; a map specifies that 40% of the Air Show viewing area is within the CRA. He noted that this specification is required by the City's Legal Department.

Ina Lee, member of the Beach Council, expressed concern with the proposed \$40,000 marketing budget and specifically the separate website suggested for the CRA. She pointed out that the Beach Council and the Beach Business Improvement District Advisory Committee (BID) have supported the branding of [www.myfortlauderdalebeach.com](http://www.myfortlauderdalebeach.com), and the site has been very successful thus far; the establishment of other sites could be confusing to the public. She felt that construction or other projects could be incorporated into the existing site in order to present "one unified beach."

Chair Deckelbaum asked to know the owner of [www.myfortlauderdalebeach.com](http://www.myfortlauderdalebeach.com). Mr. Morris said he would find out the owner of this site, but explained that it is not controlled by the City.

Chair Deckelbaum recalled that in 2010, the Board had received a \$58,000 request to help fund holiday lights. This year's holiday lighting request is for \$156,000, which would include the purchase of a holiday tree. He asked if this amount would be a recurring expense, or if the total cost would carry a portion of future holiday lights. Mr. Morris said the tree is expected to be a one-time purchase; future years will include ancillary costs associated with its upkeep and storage. It is hoped that the holiday tree would last throughout the remaining lifetime of the CRA. The tree and the lights would have five- and three-year warranties respectively.

#### **IV. Fort Lauderdale Air Show Funding Request**

Brian Lilley of B. Lilley, Inc. recalled that he had previously shown a presentation to the Board on the subject of bringing the Air Show back to the City. At that time, the Board had requested that he return with more specific information, including full costs and economic impact figures. He stated that this information is now available and would be reviewed at today's meeting.

Mr. Lilley advised that there has been great cooperation from the hotel community, including 10 hotels under contract to be host hotels for performers. These businesses would also help provide the necessary financial support for the

event. There have also been discussions with potential performers, possibly including the U.S. Air Force Thunderbirds and the U.S. Navy Blue Angels.

He gave a PowerPoint presentation on the economics, noting that roughly half of the spectator viewing area would fall within the CRA. The Air Show would be expected to fill all the hotel rooms within the CRA, an estimated total of 843 rooms, for a three-night minimum. City-wide visitors to the CRA would also have a great impact on business within that area.

City support costs for the 2007 Air Show were \$404,000; although the footprint of the event has been reduced since that time, support costs were now estimated to be in the range of \$700,000. Subsequent meetings with the City Manager and various City Departments resulted in the reduction of this estimate to roughly \$498,000.

Mr. Lilley noted that there would be a primary viewing area, including a VIP section, near Fort Lauderdale Beach Park. He showed a graphic overlaying the CRA onto this viewing area. He concluded that the projected occupancy of 843 hotel rooms for three nights came to 2300 room nights; at a conservative estimate of \$300 per night, this would result in over \$750,000 in hotel revenue. Weekend visitors are expected to spend an average of at least \$100 on food, beverage, and retail services. Spectators from within the viewing area, including those occupying hotels outside the CRA, would provide an estimated impact of \$20 per person. Mr. Lilley noted that this impact would fall not only within the CRA but could be potentially City-wide. The total estimated economic impact of the event would be over \$5 million in the Beach CRA.

Mr. Schiavone commented that he had felt the request would still be for \$100,000. Mr. Lilley said it had not been anticipated that the costs would be higher than the 2007 event costs; the original estimated request was based on those costs. When the new figures were estimated with the City's help, the amount requested was increased to \$200,000.

Mr. Malkus remarked that \$200,000 was the largest request for an event that the Board had seen. He asked Mr. Lilley to provide some background on the costs of city services for air shows in Cocoa Beach and other locations.

Mr. Lilley advised that the Ocean City event would be the most comparable to the Fort Lauderdale Air Show, as it is an all-encompassing venue rather than one involving several municipalities. The city owns its convention center, airport, and other entities, and provides all services and in-kind support services to the air show; there is no charge for police, fire, or emergency medical services, and no charge for infrastructure expenses, such as fencing on the beach. The city also provides \$50,000 in financial support.

Mr. Yaari stated that he is in favor of bringing the Air Show back to Fort Lauderdale, but expressed reservation about voting for a \$200,000 contribution without knowing whether or not it would prevent the Board from helping fund other events over the next year. He agreed that the Air Show would be good for the City, but pointed out that accommodating their request could use funding that might be spent on Saturday Nite Alive or the Memorial Day event, both of which were very successful in 2011. He asked what the Air Show's estimated profit would be.

Mr. Lilley said he was hoping to raise enough money to pay for expenses from this year's event. He noted that on top of the City support costs of \$498,000, the Air Show's costs will be roughly \$750,000, a large portion of which will go toward barricades. Sponsorships for the event will be sought to cover these costs.

Chair Deckelbaum requested clarification on how the funding requests at today's meeting would affect the Board's annual budget. It was again stated that today's requests alone would exceed the annual budget of \$371,000 allocated to event funding; the Board would not be able to sponsor any other events in the coming fiscal year. Mr. Yaari suggested tabling the request until they could seek more funds from the CRA Board.

Dev Motwani, hotelier, stated that he and Mr. Lilley had spent a good deal of time working with the City to determine the estimated numbers necessary for the Air Show. He assured the Board that these figures had been verified, and added that any money contributed by the Board would "go back to the City" to pay for support services within the CRA. He noted that they are acting on a shortened time frame, and asked that the Board consider committing to a lesser amount today if possible. He did not believe the Air Show would ever be brought back to the City again if it failed to do so in 2012.

Ms. Jarjura commented that she was not certain the Board should commit to a specific amount for the Air Show without knowing how much they would allocate to other events. Mr. Yaari asked if it would be possible for the Board to make an emergency request to the City Commission for more funds.

Ms. Scher expressed support for the Air Show, but agreed that other events the Board has funded have been successful and should also be supported. She did not feel the Board should go over budget or decline funding to other events in order to have the Air Show back in Fort Lauderdale.

Chair Deckelbaum said the Board can request that a higher percentage of the budget be allocated toward events; however, this would require a decision by the Board to do so, and he was not certain he would support such a request.

**Motion** made by Mr. Schiavone, seconded by Mr. Yaari, to give \$100,000 to this

group for the Air Show.

Ms. Jarjura asked if the \$154,000 request for the holiday tree would be shared with the BID. Mr. Morris said they would not, as the BID is considering a funding request for the holiday lights rather than the tree. He clarified that the tree would have to be paid for at once rather than over time.

Chair Deckelbaum asked how much private capital had been invested up-front in the Air Show. Mr. Motwani said whatever funding needs are not covered by the City would be sought in sponsorships as the show gets closer. He reiterated that the Air Show would not be held if there did not seem to be sufficient community support for the event, including sponsorships.

Chair Deckelbaum asked if performers, such as the Thunderbirds, have committed to the Air Show. Mr. Lilley said the Air Show has put in a request for the Thunderbirds, who will announce their official schedule in December 2011. He said they plan to ask the BID to help cover a portion of costs as well, and expressed confidence that funds can be raised in the community to put on the show.

Ms. Jarjura asked how much money the hotels had committed toward the event. Vice Chair Motwani advised that this figure was based on potential revenue, and she did not feel they should publicly discuss an amount. Mr. Lilley explained that some hoteliers have committed to providing a certain number of rooms for performers, while others may have committed specific amounts ranging from "a few thousand to \$10,000." He estimated the value of the hoteliers' contributions would exceed \$100,000.

Mr. Schiavone remarked that if the Air Show was to proceed, the Board should give them some amount of funding to help them get started. He felt it was fair to say the Board would be giving them as much money as possible if they contributed \$100,000.

Chair Deckelbaum asked if it would be possible for the BRB to vote on the **motion** during the upcoming joint meeting with the BID. Mr. Morris confirmed that this was possible. Chair Deckelbaum stated that the **motion** would be **tabled** until further discussions were held during the joint meeting.

Mr. Malkus felt it would be simplest to hear the top three funding requests upon which the Board was asked to vote today: the Air Show, the TMA, and the holiday tree. Mr. Schiavone said he felt the Board could go back to the City Commission and request additional funds to help pay for the holiday tree. Ms. Scher asserted that she did not want the Board to have to use capital improvement funds for events.

Mr. Malkus asked if the Board could agree upon a time certain to vote on how to prioritize funding for the three proposed projects. He suggested 4:45 p.m. as the time certain. Chair Deckelbaum said they could attempt to vote at that time, but they could not commit to a time certain, as the joint meeting would be chaired by the BID Chair.

### **III. TMA Funding Request**

Patricia Zeiler, Managing Director of the Downtown Fort Lauderdale TMA, reported that there has been a 40% increase in Sun Trolley ridership since the addition of the Galleria to the route in October 1, 2010. She provided the members with a new map showing the routes. She advised that some of the routes were requested by the TMA's hotel partners in order to meet the needs of their guests. Ms. Zeiler concluded that the only service lacking at this time is seven-day Sun Trolley service.

The TMA has also worked on a business partnership with Gray Line for a City excursion. Gray Line was purchased by another company, Big Bus Tours, which is fully committed to beginning a Fort Lauderdale excursion beginning in early 2012. This does not affect the partnership with Sun Trolley. Ms. Zeiler described the partnership as a "win/win" for both entities, as it will bring more business into the City.

The TMA also has a tentative commitment from Holland America to include a hub for their weekend customers. The History Center will serve as a welcome center and has volunteered the necessary space. Ms. Zeiler noted that this will provide a faster connection to the airport, which is critical to cruise passengers. The partnership with Holland America is still in discussion.

Mr. Yaari asked if the Trolley picked up customers from the port. Ms. Zeiler said it did not, as the port services are provided by Gray Line. Mr. Yaari also asked how many riders were represented by the 40% increase. Ms. Zeiler said this was estimated at 24 riders per hour on the buses; when discussions began on increasing service in 2010, they averaged 11 to 12 riders per hour.

Mr. Schiavone said he did not believe the Sun Trolley has "matured;" while he felt it is doing a good job, and he was in favor of additional funding, he wanted to "see more life come to that trolley," as he did not feel it was embraced by the community at this point. Ms. Zeiler advised that this could be the result of confusion about where the Trolley stops and how to access it. She noted that Parking and Fleet Services has received some Americans with Disabilities Act (ADA) funds that are set aside for the Trolley, and will identify four to five potential ADA-accessible stops on A1A.

Vice Chair Motwani suggested that the TMA could seek matching funds in order

to expand Trolley service to seven days a week. She felt the consistency of the stops was confusing to potential riders. Ms. Zeiler estimated that it would require approximately \$150,000 to provide seven-day service.

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

None.

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

- **Movies on the Beach**

None.

There being no further business to come before the Board at this time, the BRB meeting was adjourned at 3:42 p.m.

#### **Call to Order / Roll Call**

BID Chair Piedra called the meeting to order at 3:46 p.m. Roll was called and it was noted a quorum was present. BID members in attendance were Chair Piedra, Kenyata Allain, Bill Cunningham, Jim Oliver, Dale Reed, Alfred Rosenthal, William Stanton, and Aiton Yaari, member of both advisory bodies.

#### **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 it is hoped the festival will become a destination event in future years and 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.

### **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.

**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 recognized 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 undesigated 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.

The BRB was reconvened at 5:11 p.m. following the joint meeting with the BID.

Chair Deckelbaum explained that three items would be discussed further and voted upon at this time: the holiday tree funding, the Air Show funding, and the Sun Trolley funding. He stated that each item could be voted upon individually, or the Board could have a joint discussion on prioritizing the three requests. Ms. Scher recalled that there had also been discussion of going to the City Commission to request funds for the holiday tree.

Mr. Morris advised that it was possible to fund every item on the Board's agenda if they voted for a budget amendment to increase the operating budget for special events by \$75,084. This addition would allow for funding all items on the agenda, but there would be no funding for other events for the remainder of the fiscal year. He clarified that this was based on previous discussion of funding the Air Show at \$100,000 rather than the requested \$200,000. Mr. Morris added that the amendment could be justified, as the tree would be a one-time purchase.

Chair Deckelbaum noted that due to her participation in the Air Show, Vice Chair Motwani would need to recuse herself from the discussion.

Mr. Yaari asked if some of the \$40,000 intended for marketing could instead go toward events. Mr. Morris explained that this designation was a "placeholder" for the funds, which would not be used unless they were needed for marketing. If not

used, they would go back into the capital improvements fund at the end of the 2011-12 fiscal year.

Ms. Jarjura suggested that if the Board votes to fund today's requests, there should not be any more groups coming before the Board for funding this fiscal year, as no funds would remain. Mr. Morris agreed with this suggestion.

Mr. Schiavone asked what group was responsible for the concept of the holiday tree. Mr. Morris said CRA Staff had done the work on this proposal. Chair Deckelbaum recalled that some months ago, the Board had instructed Mr. Morris that they were in favor of a holiday feature to replace the regular lighting, and Staff had been asked to explore this option.

Mr. Morris said Staff had brought forth some different ideas, and had ultimately opted for this one to go out to bid so they could have the tree up in time for the holiday lighting ceremony. He advised that in the future, the Board should begin to plan for holiday features earlier in the year, such as in February, and stated that Staff was responsible for the bid going out at a later time in the year.

Chair Deckelbaum summarized that a member could propose an omnibus motion to approve the three requests, as well as make a request to the CRA to increase the event funding for 2011-12 by \$75,000.

Ms. Milroy pointed out that she is a member of the TMA Board and would not be able to vote on that Item. She requested that the Board consider the motions separately.

**Motion** made by Ms. Jarjura, seconded by Mr. Yaari, to approve funding for the Fort Lauderdale Air Show for \$100,000. In a voice vote, the **motion** passed 8-0. [Vice Chair Motwani abstained from voting. A memorandum of voting conflict is attached to these minutes]

**Motion** made by Ms. Jarjura, seconded by Vice Chair Motwani, to approve funding for the TMA for \$60,000. In a voice vote, the **motion** passed 8-0. [Ms. Milroy abstained from voting. A memorandum of voting conflict is attached to these minutes.]

Mr. Matchette asked if it was likely that the CRA Board would approve the addition of \$75,000 to event funding. Mr. Morris said he felt it could be shown that the one-time purchase of a holiday tree would result in long-term savings. Mr. Yaari recalled the popularity of the Centennial "100" sign, and felt this would continue with the addition of a holiday tree to the beach.

**Motion** made by Ms. Jarjura, seconded by Mr. Matchette, to request of the City Commission a \$75,000 increase to the BRB's special events funding, one time

for 2012, to be applied toward the holiday tree. In a voice vote, the **motion** passed unanimously.

**Motion** made by Ms. Jarjura, seconded by Vice Chair Motwani, to approve the holiday tree, contingent upon the funding being approved by the City Commission.

Mr. Yaari requested information on the proposed ice skating rink. Mr. Morris said an RFP had been made for the rink: with real ice, the cost would be \$295,000, and with synthetic ice, \$83,000.

In a voice vote, the **motion** passed unanimously.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:27 p.m.

[Minutes prepared by K. McGuire, Prototype, Inc.]