

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301
JANUARY 14, 2019, 3:30 P.M.

MEMBERS	September 2018 – August, 2019				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce <u>Eduardo Fernandez</u> , Chair	P	3	1	0	0
Ritz Carlton Hotel <u>Greg Cook</u> , Vice Chair	P	3	1	0	0
The Westin Ft Lauderdale Beach <i>Vacant</i>	A	0	4	0	0
Marriott Courtyard <u>Michael Fleming</u> David Hankins, Alternate	P	3	1	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u>	P	3	1	0	0
The “W” Hotel, Capri Hotel, LLC Anna MacDiarmid Brigitte Bienvenu, Alternate	A	3	1	0	0
Beach Redevelopment Adv. Board <i>Vacant</i>	A	3	1	0	0
Bahia Mar <u>Lisa Namour</u>	P	3	1	0	0
Conrad Hotel, CFLB Partnership LLC Chintan Dadhich	A	3	1	0	0

Staff

Lizeth DeTorres, Administrative Aide
 Dan Barnett, BID Manager
 Donald Morris, Beach CRA Manager
 Lisa Tayar, Prototype, Inc.

Guests

Ari Glassman, rAv Communications
Ina Lee, former BRB Chair

I. Call to Order / Roll Call / Quorum

Chair Fernandez called the meeting to order at 3:32 p.m. At this time there are 8 appointed members to the Board, which means 5 would constitute a quorum.

It was noted there was a quorum.

II. Approval of BID Regular Minutes

- **November 26, 2018**

Motion made by Vice Chair Cook, seconded by Ms. Namour, to approve the minutes of the November 26, 2018, meeting as presented. In a voice vote, the motion passed unanimously (5-0).

III. Oceanside Lot and Holiday Season Strategy Discussion – Donald Morris, AICP, Beach CRA Manager

Mr. Morris advised that the parking garage has a Temporary Certificate of Occupancy (TCO) and all construction should be complete by late February or early March of 2019.

Mr. Morris showed several slides of Oceanside lot. Demolition has begun, and fencing is up. The fence will have graphics that will show the finished product.

Staff has been discussing having the holiday lighting and display relocated to the Oceanside lot along Las Olas Boulevard and the Hub. Electrical connections will be installed throughout the lot along with bathrooms, water, and a natural stage element.

Mr. Barnett said they are considering going out to three vendors and have the event be a big attraction throughout the region. It could include hourly light shows, tree lighting to music, holiday bands, water flowing to music, snow, and vendors. He said there should be a spot for photo ops.

Mr. Barnett reported that the holiday lights were problematic again this year, and something seemed to be wrong with the electric in the light poles. Since these problems have been ongoing, he suggested having all the holiday lighting in the Oceanside lot.

Vice Chair Cook suggested having food and other vendors at the holiday village which would provide a revenue stream. Competition with restaurants could be avoided by offering items like pretzels, waffles, etc.

Mr. Morris recounted the issues with the holiday lighting: electric and the light bulbs themselves. He pointed out that the Beach Redevelopment Board (BRB) will not be contributing funding in a year. Getting a sponsor for the project was suggested. Another recommendation was to have the photo op location show the ocean and the beach in the background.

Ina Lee, former BRB Chair, wanted to keep the lights on SR A1A because they are the only source of lighting at this time.

Several comments were made about the Christmas villages in Europe, noting they serve wine and beer.

By a show of hands, the board members supported keeping the lights on SR A1A. Mr. Morris said they would need to earmark money in the budget for it, since it is difficult to get sponsors.

Chair Fernandez stated they can come up with a concept and a reasonable budget, but they would not go forward without the funds. Mr. Morris added that they need to be ready to bid the project in June, and it was mentioned that there will be \$100,000 coming back into the budget for this year.

Vice Chair Cook recommended sending out an RFP to see if anyone would be interested in managing a Christmas/Holiday Village concept. Mr. Morris said they need to include the BRB because they will pay half the expense for next year. He clarified that the village concept would be in addition to the light poles.

Mr. Morris commented on the Oceanside Park, noting it has artificial turf. He has met with the Parks Director and his staff and the Public information staff. They want to incorporate the ribbon cutting for this project into the holiday lighting ceremony, making it spectacular. Mr. Barnett said everything should be stepped up to the Fort Lauderdale Beach brand.

Chair Fernandez wanted to make sure that the BID watches how much money it spends on events that do not translate into money for their businesses.

With the approval of the board, Mr. Barnett wanted to reach out to three vendors for ideas and rough budgets to bring back to the February meeting. He mentioned that the tree lighting can now run off wi-fi connected to a low-voltage connector.

Mr. Barnett brought up programming on the beach, particularly timelines for Friday Night Soundwaves, ending in November. He called on Ari Glassman to explain the current schedule. Ms. Glassman explained it had to do with the footprint of the snowman and waiting until after Spring Break. It would fill the gap between Spring Break and the holiday lighting. The initial concept was for it to be monthly for 10 weeks and ultimately

extended to 36 weeks.

Mr. Morris advised they have to do RFPs for both holiday lighting and the holiday display, which should be out in May.

Mr. Morris commented about programming in the park, suggesting that the BID make a Communication to the City Commission to find someone to program the park year-round. The BID would fund that individual. Concern was expressed that the ancillary costs would add up. and a suggestion was made that the City should at least contribute to the funding.

Mr. Morris mentioned the City was going to have a budget crisis this year and the BID should not plan on the City helping out financially.

Vice Chair Cook thought the City Parks and Recreation Department should be able to handle the park management – they should not have to hire anybody. Mr. Salazar, however, wanted the BID to have a hand in controlling the quality of the events.

Mr. Morris stated they could request that any revenue from events stay on the beach. Discussion ensued about the BID having some degree of control over the events and revenue, with Chair Fernandez pointing out that the ticket surcharge revenue would stay with the City although there is an agreement to have the money spent on the beach to maintain or improve infrastructure.

There was a brief discussion about moving Friday Night Sound Waves to the park, although some people preferred it on the beach because it is cooler.

Ms. Lee shared the BRB's recent Communication to the City Commission to the effect that the TIF money that the City was contributing to the BRB would be earmarked for beach maintenance going forward. She recommended that the BID ask that a small portion of that be used for activation of the park along with marketing and promotion. The BRB included that recommendation in the two Communications, but there has been no response yet. She further recommended that someone from the BID meet with the City Manager, as she has already met with him and familiarized him with the situation. It was noted that any funds generated by rooftop events (at the parking garage) have to go back to the Parking Fund.

Mr. Barnett said he will look into who might possibly take on the Oceanside Park management and report back at the next meeting.

IV. Funding Application – One Deadline for All Requests – Donald Morris, AICP, Beach CRA Manager

Mr. Morris introduced the idea, pointing out it would simplify their funding decisions. If the board wants to do that, they will notify the City Commission of their intent and

potential applicants will be notified of the deadline. Mr. Fleming suggested having an amount set aside for valid last-minute requests - \$100,000 was suggested. Mr. Morris will bring back a proposal including a method for notifying applicants of the change. It was suggested that the meeting following the proposals be in the form of a workshop to review the applications.

V. BID Manager Update – Dan Barnett, BID Manager

- **Ambassador 4th Quarter Report- Oct-Dec 2018**

Mr. Barnett reported that most of the information coming back from the Ambassadors concerns the behavior of the homeless population, and he thought the Ambassadors were handling the situations well. He further reported the following:

- A supervisor is also present on the beach on weekends, special events, and holidays.
- Ms. Glassman made a myfortlauderdalebeach.com card to be handed out to people on the sidewalks, which has been well received.
- No major crime issues have been reported.
- One of the Ambassadors is stationed through the end of January at the garage entrance/exit to provide directions and garage information to drivers.

Mr. Barnett asked the board members if they were concerned about car theft, etc., just west of the businesses along the beach. Nobody reported problems. Vice Chair Cook said they need to get the Ambassadors on the BOLO list, and Mr. Barnett said he would do that.

Mr. Morris said they will coordinate with the Police Department to see where the Ambassadors are most needed during Spring Break.

Discussion ensued about the issue with scooters, inside and outside of the barricades. The use of the scooters on the beach may be suspended during Spring Break or special events. Two big concerns are safety and storage. Chair Fernandez said that the City's Spring Break Plan will go from the beginning of March to the second week of April.

Mr. Morris shared that two "fancy" mobile bathroom facilities have been approved by the BRB and the City Commission for the beach and will be in place before Spring Break. Locations are being discussed. They will be wrapped with graphics and have attendants.

Ms. Lee suggested that someone inform the Central Beach Alliance (CBA) of the Ambassador program and how much money the BID is spending on it, since it is helping the CBA. She stressed that people do not understand how much the hoteliers are spending to improve the beach, including the new turtle lighting.

Mr. Barnett asked the board if they wanted to send a Communication to the Commission

about the use of scooters on the beach, but the consensus was to leave it alone.

- **Food and Beverage Update**

The Eazyo app is operating, but there is not much response from many businesses along the beach. Mr. Morris said he needed to know if there was interest from the hotels. Feedback included:

- Very interested, but busy, may reach out after April
- Have spoken with the app developers about working with boaters
- The one-time cost to set up plus the fee from the City creates a financial burden – need to keep that in mind

- **Events Calendar Update**

The calendar is mostly unchanged except for the cancellation of the Beach Volleyball Major Series. Mr. Barnett explained that they had a major sponsor fallout for the world tour, and he will have more information after meeting with them.

Mr. Barnett reported he met with Stacey Ritter, President of the Greater Fort Lauderdale Convention and Visitors Bureau (CVB), and they have a strategy to do a follow-up for all events about funding. It was suggested that they add a line on the funding application asking the applicant what other funding they are seeking.

Chair Fernandez asked for an update on the Air Show funding, and Mr. Barnett said the show is getting \$125,000 for this coming year from the CVB. Mr. Morris added the Air Show also received \$200,000 from the Fort Lauderdale Executive Airport. He said staff was not aware of that contribution when the decision was made to fund the event.

Chair Fernandez said they need to tighten up the application process so that the applicants disclose financials. The BID also should question their ability to be self-sufficient. Mr. Barnett added that they do have several models: the three-year model, and some who are funded every year.

Regarding the special events ordinance, Mr. Morris advised that the biggest change is that it is a 30-day - rather than a 60-day – application, and the process is the same. He referred to a copy of the ordinance and reviewed the changes.

VI. Communications to the City Commission

VII. Old/New Business

- **Expedited Permit Status** (already addressed)

Ms. Lee announced she has been term-limited off the BRB and said she has enjoyed serving on the BID. She reiterated that the BID does not get enough credit for what

they do for the community.

Mr. Barnett reported that a company called Free Ride will be asking for funding at the next meeting. They have a six-person electric golf cart to give people rides.

Mr. Barnett announced he has a meeting with the Parks and Recreation Department regarding construction on Las Olas Boulevard during the Great American Beach Party and the 4th of July. The events will have to be revamped.

Regarding the garage rooftop, Mr. Barnett advised that the rent is \$4,000 per event plus payment for all parking utilized. In addition, customers have to bring in their own food and beverage. Mr. Morris reported he spoke with the Transportation Department Director, who said they anticipate 10 events a year. He suggested they lower the price to get more takers.

Mr. Morris stated that the lighting on the garage can be “spectacular” or can be dimmed in deference to neighbors.

Vice Chair Cook suggested eliminating hard copies of meeting materials.

Ari Glassman, rAv Communications, asked if there had been a decision about moving Friday Night Soundwaves into February. Mr. Morris replied that one issue is the construction along SRA1A, but they cannot anticipate when it will occur. The options are to continue doing Friday Night Soundwaves this year or suspend it until the park is done and it can be done year-round.

Mr. Fleming said they need an event during construction more than ever to get people to the beach.

Ms. Glassman reviewed the proposed schedule: March through June 29, 2019. After July 5, they would have a “First Friday” through the Boat Show in November. There would be 21 instead of 36 events. She explained the concept of people getting “passports” for the different events, as the show would travel from venue to venue. Southwest Airlines would be providing free tickets for those who participated in the passport program.

Since they cannot fund entertainment on private property (such as hotel pool decks), Ms. Glassman said they are working with the radio station (Entercomm) to go in and fund bands. She said they are also looking into having summer concerts on the rooftop.

Chair Fernandez pointed out the \$4,000 fee for the rooftop, and Ms. Glassman said they were proposing to have hotel food vendors on the roof, so that it would benefit the hotels and restaurants. However, Chair Fernandez did not think it was an attractive option and said the passport program made more financial sense.

Mr. Morris advised that the City may change its charges for different spaces – for example, they might start charging for the Hub.

Chair Fernandez asked the board if they were willing to fund Friday Night Sound Waves as it currently looks with fewer days for the same amount of money and have some possibly at other venues, or keep things status quo to support the same number of shows for the same amount of money.

Ms. Glassman commented that they could not start the event at DC Alexander Park until after Tortuga due to parking and construction. She also said that the Park will not be well lit at that time.

Vice Chair Cook suggested having as many shows as possible before the construction begins, and then stop. They could also look for another venue. Ms. Glassman was hoping for a compromise on the cost on the rooftop deck and said she would not take away food business from the local establishments. She commented that there is already an abundance of live music on the beach and thought having it on the rooftop would provide an alternative.

Chair Fernandez reviewed they are asking \$150,000 to fund the program with fewer events (21). Ms. Glassman said there could be other options, such as cutting out the summer campaign and reaching a compromise on the cost of the rooftop – which together would reduce the cost by about \$50,000.

Mr. Morris recommended that Ms. Glassman bring several proposals with her application for the board to review.

The matter still has to go before the City Commission, and the start date would potentially be two months from now. Vice Chair Cook wanted to give approval now so Ms. Glassman could start the process, but Mr. Morris pointed out they could not do that since it was not on the agenda. He said they could have a special meeting in January for approval so it could go before the City Commission in February. Her first event is calendared for March 15, 2019.

Mr. Morris said he would check with the City Clerk's office to find out if recordings are required for a meeting – if not, they could meet on the rooftop. Minutes would be taken, however.

Hearing no further business, the meeting adjourned at 5:02 p.m.

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

Attachments:

Slides of Oceanside lot – Donald Morris

Events Calendar – Dan Barnett

Special Events Ordinance – Donald Morris