

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301
MARCH 11, 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	4	1	1	0
Ritz Carlton Hotel <u>Greg Cook</u> , Vice Chair	P	4	1	1	0
The Westin Ft Lauderdale Beach <i>Vacant</i>	A	0	5	0	1
Marriott Courtyard <u>Michael Fleming</u> (arr. 3:33 p.m.) David Hankins, Alternate	P	4	1	1	0
B Ocean Fort Lauderdale Carlos Salazar	A	3	2	0	1
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	4	1	1	0
Beach Redevelopment Adv. Board <u>Mike McManus</u>	P	4	1	0	1
Bahia Mar <i>Vacant</i>	A	3	1	0	1
Conrad Hotel, CFLB Partnership LLC <u>Chintan Dadhich</u>	P	4	1	1	0

Staff

Cija Omengabar, CRA Planner
Lizeth DeTorres, Administrative Aide
Dan Barnett, BID Manager
Lisa Tayar, Prototype, Inc.

Guests

Thomas Jean Bart, PSC Ambassador

Steven Green, Bahia Mar

I. Call to Order / Roll Call / Quorum

Chair Fernandez called the meeting to order at 3:32 p.m. At this time there are 7 appointed members to the Board, which means 4 would constitute a quorum.

It was noted there was a quorum.

II. Approval of BID Regular Minutes

- **January 14, 2019, Regular Meeting**
- **January 25, 2019, Special Meeting**

Motion made by Vice Chair Cook, seconded by Ms. MacDiarmid, to approve the minutes of the January 14, 2019 and the January 25, 2019 meetings as presented. In a voice vote, the motion passed unanimously (5-0).

[Mr. Fleming arrived at 3:33 p.m.]

III. Ambassador Beach Service Program – Thomas Bart, Supervisor

- **Quarterly Report**

Mr. Bart explained the Ambassador program, noting it provides customer service to businesses and information to visitors. The Ambassadors also help direct traffic and are the eyes and ears of the Police Department.

Mr. Bart referred to a written report, noting there have been three or four incidents when the Ambassadors had to call the Police Department.

Chair Fernandez confirmed the regular coverage hours on Fridays, Saturdays, and Sundays, including two officers and Mr. Bart in a vehicle. Mr. Bart said that the coverage is increased during Spring Break.

The most commonly patrolled locations are determined by the number of people in certain areas. They go to specified locations (such as restrooms) at designated times, but are almost always found on SR A1A between Las Olas Boulevard and around the Beach Place area. Visitors ask many questions about restaurants, parking locations, and hours.

Mr. Bart said that he encourages the Ambassadors to talk to about 50 people a day. Visitors from Las Olas Garage now know how to navigate the area and find businesses.

In response to a question by Chair Fernandez, Mr. Bart stated that there are far fewer homeless people on the beach during the overnight hours. They do a full sweep in the morning, waking anyone who is sleeping on the beach. Aside from the vehicle, staff is on foot and bicycles.

Discussion ensued about the lack of signage on the beach leading to confusion among visitors. Mr. McManus said the BRB is pushing for more permanent signage in the area. Mr. Barnett reported he will continue to meet with Jeff Davis and several other people from the Transportation and Mobility Department regarding the signage project.

Mr. Barnett wondered if there needed to be a welcome center in the new park where people could talk to an Ambassador. The kiosks (electronic concierges) at the park and the garage are live.

Chair Fernandez remarked that the wrap boxes should be decorative, rather than informative so that they do not become obsolete, and Mr. Barnett suggested that they be ready to rewrap the boxes when the beach opens in November. He offered to bring a proposal on the boxes to the April meeting.

Mr. Bart thought the Ambassador hours were sufficient based on feedback from businesses and his own observation. He believed that the Police Department also performs a sweep of the beach in the morning between 3:00 and 7:00 a.m. If needed, the program could add hours as they go along.

Mr. Barnett stated he gets a monthly report on the Ambassador, and he recommended moving to a quarterly presentation to the board. He will email the monthly reports to board members.

Mr. Bart said they do receive calls from the Bonnet House, where they have found homeless people in the back. They now check it regularly.

Mr. Barnett will order more myfortlauderdale.com cards. Some people had suggested the cards be larger, but marketing people said the size is good, particularly for the target market of 30-year-olds.

Steven Green, Director of Sales and Marketing for Bahia Mar, introduced himself, noting he will soon be the official BID alternate representative for Bahia Mar.

IV. BID Manager Update – Dan Barnett, BID Manager

- **SOBEWFF – Traffic Issue**

Mr. Barnett reported traffic issues due to conflicts with the PRIDE parade:

- Only one valet out of four could make it to the Gala event property due to

congestion

- No ice – delivery stuck in traffic for 45 minutes
- Vice Chair Cook said they closed off SR A1A on one side and guests could not get into or out of his hotel. This lasted for several hours
- All hotels were affected

Chair Fernandez suggested a meeting with Mr. Hart to plan for next year and to vet the plan for street closings to make sure everyone can get in and out. They should not have two big events on the beach at the same time. It was also noted that the water taxi was giving out incorrect information about where to disembark for the Pride parade.

Chair Fernandez recommended a formal Communication to the City about the issues that need to be addressed. Members can send ideas/feedback to Mr. Barnett.

- **Pride Fort Lauderdale** (Already addressed)
- **Scooters Update**

Mr. Barnett said he has not been seeing many scooters on Las Olas Boulevard, and Chair Fernandez saw just a few coming east on Sunrise Boulevard. It will probably worsen when local schools are out for the summer because students typically ride them from the beach to home.

Mr. Barnett said there is a potential safety issue when the scooter's power shuts off, such as when it is in an intersection.

- **Expedited Special Events**

Mr. Barnett advised that the unloading of tents from trucks needs to be done on a side street with traffic control – the trucks should not stop on the east side of SR A1A (northbound).

Vice Chair Cook said he had a problem when the City asked for the property owner to sign for the permit – but the City Attorney allowed him to sign instead. That needs to be changed. Another issue that needs attention is that person signing the permit to build on public land should be the City of Fort Lauderdale.

There are antiquated rules which need to be updated, and the City is addressing them.

- **Holiday Lights & Display 2019 Season Plans**

Mr. Barnett reported he met with representatives from Winterfest, who really liked the idea of having a major holiday destination on the beach that they can activate as part of Winterfest. They also liked the VIP location at the garage for the Winterfest boat parade, and the rental has been decreased to \$1,000. He suggested having someone

from the Transportation and Mobility Department present at a future board meeting since they are handling the infrastructure improvement project in the South Beach park, the rental of the new garage, and are responsible for much of the signage.

Winterfest is working with a third party to activate the park, and that company will soon put in a concept bid. He explained they want to have a digital tree concept rather than an old-fashioned "Santa's Enchanted Forest." The vendors would be more similar to a European market rather than a carnival. One issue with the park location would be the lack of fencing to control admission.

Mr. Barnett said Winterfest wants a third-party company to produce, fund, activate it, and make it a big part of Winterfest. The grand opening of the park is October 15 and that could be the light-up day. Chair Fernandez expressed concern about having a big event dependent on the construction schedule in case there are delays.

Chair Fernandez confirmed they want Mr. Barnett to explore opportunities with Winterfest, Hard Rock, etc., but to stay away from tying it to the grand opening of the park.

Mr. Barnett brought up the Food and Beverage program on the beach, noting that nobody is enrolled. Chair Fernandez recounted the various reasons for delays from BID members, such as seasonal considerations and restaurant renovations. Others said it did not make sense to deliver the food to the lifeguards, which the City required.

Chair Fernandez asked Mr. Barnett to meet with Mr. Morris about modifying the application, eliminating costs, and delivering directly to the customer.

V. Communications to the City Commission - None

VI. Old/New Business – Cija Omengabar, FRA-RP

• April Agenda Item Recommendations

The following were requested:

- Post-Pride presentation
- 2020 Super Bowl-related events
 - Parks and parking garage activation

• Budget Workshop Discussion Scheduled in May

Planning to have all presentations at the same time is probably not practical, since there will typically be cancellations and new requests. The suggestion was made to have the repeat events (Air Show, Beach Majors, and Friday Night Sound Waves) present once a year.

Chair Fernandez said they have to update the applications with financial information because there will not be a huge surplus of funds to give out, especially in light of the \$750,000 commitment for the infrastructure improvements in Fort Lauderdale Beach Park.

Ms. Omengebar stated that the Air Show did not provide adequate financials to the City – they only reported on the money received from the BID. Mr. Barnett said the Convention and Visitors Bureau (CVB) is now receiving all the post-event reports from anything they fund.

Chair Fernandez mentioned that the CVB is not going to support the SOBEEFF next year, so the BID will have to discuss future support. The CVB is supporting a new event, the Great Fort Lauderdale Wine and Food Festival. Vice Chair Cook thought the BID contribution was negligible when compared to the benefit to the restaurants.

Discussion returned to when to have the budget workshop, and Ms. Omengebar said it has to be in May due to City deadlines. After discussion, they decided to reschedule the regular BID meeting to May 6 and combine it with the workshop at 2:00 p.m.

Mr. Barnett asked for feedback on the three street closures in the past few weeks on SR A1A. Chair Fernandez said it was an inconvenience, but because of the time of day, it was not a “disaster.” The street closure during the Pride event was much worse.

Regarding Friday Night Sound Waves, Mr. Barnett asked if they should have postponed the beginning until after Spring Break. The input was to do so the next year (April).

Upon motion duly made and seconded, the meeting adjourned at 4:40 p.m.

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

Attachments:

Ambassador Program Report – Thomas Hart