

**AGENDA**  
**RESCHEDULED REGULAR MEETING**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)**  
**Monday– June 21, 2021**  
**9:30 AM**  
**CITY HALL | 8<sup>th</sup> FL Conference Room**  
**100 North Andrews Avenue,**  
**Fort Lauderdale, FL 33301**

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|------|---|---|
| I.   | Call to Order/Roll Call<br>Quorum   | Anna MacDiarmid<br>BID Chair                              |
| II.  | Approval of Meeting Minutes <ul style="list-style-type: none"> <li>• Regular Meeting May 10, 2021</li> </ul>  | Anna McDiarmid<br>BID Chair                               |
| III. | Discussion and Selection<br>Holiday Display Options   | Kurt Stange<br>Miami Christmas Lights                     |
| IV.  | Post Event Presentation<br>Love is in the Air Valentine’s Affair  | Keith Willard<br>President<br>Keith Willard<br>Events LLC |
| V.   | BID Manager Update <ul style="list-style-type: none"> <li>• Co-op Promotional Campaign Update</li> </ul>  | Tasha Cunningham<br>BID Manager                           |
| VI.  | Communications to the City Commission   | Anna MacDiarmid<br>BID Chair                              |
| VII. | Old/New Business <ul style="list-style-type: none"> <li>• July Meeting Agenda Item Recommendations <ul style="list-style-type: none"> <li>- Fiscal 2022 Budget Review</li> <li>- Fort Lauderdale Beach Park Infrastructure Project Update</li> <li>- Event Grant Application</li> </ul> </li> </ul> | Cija Omengebar<br>CRA Planner                             |
| V.   | Adjournment   | Anna MacDiarmid<br>BID Chair                              |

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**THE NEXT REGULAR BID MEETING WILL BE HELD, 3:30 PM MONDAY – JULY 12, 2021**

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**Purpose:**

Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements and special programs and events.

**Note:**

Two or more Fort Lauderdale City Commissioners or members of a City of Fort Lauderdale Advisory Board may be in attendance at this meeting.

If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk’s Office at 954-828-5002 and arrangements will be made to provide these services for you.

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

**Ana MacDiarmid  
BID Chair**

- II. Approval of Meeting Minutes**
- **May 10, 2021**

**Anna McDiarmid**  
**BID Chair**

**DRAFT**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
REGULAR VIRTUAL MEETING**

**May 10, 2021, 3:30 P.M.**

<b>MEMBERS</b>	<b>September 2020 – August 2021</b>					
	<b>REGULAR MTGS</b>		<b>SPECIAL MTGS</b>			
	<b>Present</b>	<b>Absent</b>	<b>Present</b>	<b>Absent</b>		
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	9	0	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	9	0	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Michael Chiusano, Alternate	A	6	3	0	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	P	9	0	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	7	2	0	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	A	4	5	0	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	8	1	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	P	8	1	0	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u>	A	3	1	0	0	0

## **Staff**

Cija Omengebar, CRA Planner  
Clarence Woods, Northwest CRA Manager  
Tasha Cunningham, BID Manager  
Mauricio Baquero, Moderator  
Crysta Parkinson, Prototype, Inc.

## **Guests**

Ina Lee  
Arianne Glassman

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

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

### **II. Approval of Meeting Minutes**

- **Regular Meeting – April 12, 2021**

**Motion** made by Mr. Hughes, seconded by Mr. Fleming, to approve the minutes of the April 12, 2021 Regular Meeting. In a voice vote, the **motion** passed unanimously.

### **III. Discussion and Recommendation of BID Budget Priorities**

Chair MacDiarmid stated the budget discussion would be moved to June or July because information was not available.

### **IV. My Fort Lauderdale Beach Website Management Report**

Chair MacDiarmid explained Arianne Glassman, rAv Communication, was a longtime contractor for the BID and asked her to outline her role and provide a report.

Ms. Glassman provided a brief overview of the roles and responsibilities of the contract she has with the BID, including the website, marketing strategies, and communication.

Ms. Glassman discussed website visits, target audience, and search rankings. She explained the website had 132,812 unique visits in 2019, up 21 percent from 2018 and 156,756 sessions in 2019, up 10 percent from 2018. She showed the key audiences and referral searches, noting Facebook was the number one (1) referral source.

Continuing, Ms. Glassman shared a promotion in partnership with Pay by Phone and reviewed the blog and event calendar. She discussed the email opt-in and social media interactions.

Chair MacDiarmid asked for clarification regarding the parking locations included on the map. Ms. Glassman stated hotel parking was not included but could be added.

Discussion ensued regarding how the event calendar was being updated.

Ms. Glassman talked about efforts to increase visits and interaction, including video content, annual sweepstakes, and series. She shared images from campaigns and discussed local print content.

Mr. Yaari commended Ms. Glassman on her efforts. He stated he had been on the beach for 31 years, and Ms. Glassman is 100 percent emerged and devoted to the beach. He asserted that other contractors that work with the BID need have the same interest.

Mr. Hughes echoed Mr. Yaari's comments about being authentic in the interests of the beach community. He stated asks Ms. Glassman all the time when she sleeps.

## **V. Discussion and Recommendation of BID Logo**

Tasha Cunningham, BID Manager, shared a brief presentation on the BID brand identity and recommendations to rebrand. She explained the national campaign in partnership with the CVB was an opportunity to create a new narrative post-pandemic. She showed the previous iterations of the logo.

Ms. Cunningham discussed the intention of a new narrative for Fort Lauderdale ~~B~~beach, to create vibrant, fresh content that strengthens positive perceptions and shared four (4) new brand identity options.

Mr. Hughes asked if revision of the options was possible. Ms. Cunningham stated that it was an option to offer changes.

Discussion ensued regarding the options and the colors included.

## **VI. BID Manager Update**

### **• Co-Op Promotional Campaign Update**

Ms. Cunningham discussed goals and objectives for the promotional campaign partnership with the CVB, including:

- Introduce a fun, versatile brand that works for both a travel destination and the government entity responsible for marketing it.
- Create a new narrative for the BID and My Fort Lauderdale Beach and tell the story of how the organization works to make Fort Lauderdale Beach a world-class leisure destination for residents and visitors alike.
- Showcase BID businesses, adventurous leisure activities, history, restaurants, hotels, and the unique, atmosphere that Fort Lauderdale Beach offers.

- Make the website Americans with Disabilities Act (ADA) compliant.
- Grow Instagram following by 40 percent.

Ms. Cunningham reviewed plans for the Conde Nast Traveler campaign, explaining filming for the video segment would begin at the end of May. She stated the video would focus on the host, Chef Paula, spending a day in the BID, starting with breakfast and ending with a beautiful beachside dinner. She discussed the activities planned.

Ms. Cunningham discussed the New York Times Great Getaways Newsletter campaign, which is set to publish June 7 and August 10 to an estimated 145,000 subscribers per deploy. She noted that the photo would be updated to include iconic BID businesses.

Ms. Namour asked for clarification regarding where the advertisement would lead readers who clicked through.

Ms. Cunningham stated it would take readers to a landing page for tracking purposes, then lead them into the BID website.

Ms. Cunningham explained World Red Eye had been replaced by Audacy in the plan. She stated Audacy would be developing two (2) videos on the best places to stay and dine on Fort Lauderdale Beach starting later in May.

Ms. Cunningham discussed the media relations plan associated with the campaign in order to capitalize on buzz from the effort. She outlined plans through the Afar Network, including digital and social media, and discussed the promotional items planned. Ms. Cunningham reviewed the next steps.

Chair MacDiarmid asked if there was any additional comment on the logo options.

Ina Lee stated that it was critically important that the logo clearly shows what it is representing. She agreed with Mr. Hughes' previous comment that the identity was the beach, and the beach should be included in the logo. She noted major events coming up at Memorial Day and Independence Day were an opportunity to launch the campaign and get the BID name all over it.

Ms. Lee commended the BID for funding the air show, noting the beach was packed, and it was a family event that made people happy.

Ms. Glassman stated that rebranding doesn't take place in 15 minutes and expressed concern that the logo was not being given time to evolve through Board input. She asserted it was not being given enough attention.

Ms. Cunningham responded that staff had been working behind the scenes with the CVB and Aqua for weeks and the process was not rushed.

Chair MacDiarmid thanked everyone for their input, and stated that even in her own business, she doesn't get involved in the behind-the-scenes discussions until there are a few options to choose from.

Mr. Hughes stated the logo was brand focused and advanced the brand by using the vibrant colors that represent the beach.

Ms. Glassman added that the BID owned the domains associated with the change due to discussion a few years ago, including ftlbeach.com.

**Motion** made by Mr. Hughes, seconded by Ms. Johnson, to approve concept C, with different versions of concept C to come back before the Board at the next opportunity. In a voice vote, the **motion** passed unanimously.

Ms. Cunningham stated she would have her team create options and she would email them to the Board members.

Ms. Omengebar explained how to respond to the emails without violating Sunshine Laws.

- **Miscellaneous Report**

Not addressed.

## **VII. Spring Break Recap – Discussion and Business Experiences**

Mr. Yaari stated this had been the best Spring Break in decades. He provided a brief history of Spring Break on Fort Lauderdale Beach, and noted the visitors had been spread out over time due to COVID-19. He commented on concerns in other communities and noted that the major issues had not carried over due to the responsible proactive work of the area businesses.

Continuing, Mr. Yaari asserted that the BID should start planning ahead to have entertainment during Spring Break to create something great that makes people come again and again.

Chair MacDiarmid agreed that Spring Break had gone well this year and noted that discussion regarding next year's events should be added to the agenda at least seven (7) months ahead of time.

Mr. Hughes stated that Mr. Yaari's businesses had barriers up which set expectations and set the tone. He added that everyone came together for clean beaches, clean streets, and a positive Spring Break.

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

None.

## **IX. Old/New Business**

- **Legal Opinion Update**

Ms. Omengebar stated there was not yet an update on the requested legal opinion regarding funding for the Breakers Avenue project

- **Reschedule June 14 Meeting**

Ms. Omengebar informed the Board she would not be available for the June 14 meeting, and shared alternate date options. By consensus, the Board agreed to meet on Monday, June 21.

- **June Meeting Agenda Item Recommendations**

Ms. Omengebar noted the Love is in the Air post-event presentation would be included at the June meeting. She requested any other input.

Mr. Hughes asked that the Park Rangers be brought back to discuss the vagrancy issue in Las Olas Park, as it did not seem to be being addressed.

Ms. Omengebar provided an update on a question Mr. Hughes had asked at the April meeting. She stated she had spoken with a representative of the Police Department lack of masks while doing Spring Break patrols and was told that because the statewide mask mandate did not require masks outside, officers would only wear a mask outside if they were interacting with someone directly.

## **X. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 4:46 p.m. The next Regular Meeting of the BID is scheduled for June 21, 2021 at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

### Attachments:

BID Manager Update *PowerPoint* presentation

My Fort Lauderdale Beach Website Management Report *PowerPoint* presentation

**III. Discussion and Selection  
Holiday Display Options**

**Kurt Stange  
President  
Miami  
Christmas Lights**



# MIAMI CHRISTMAS LIGHTS



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**City of Fort Lauderdale, FL**











# MIAMI CHRISTMAS LIGHTS

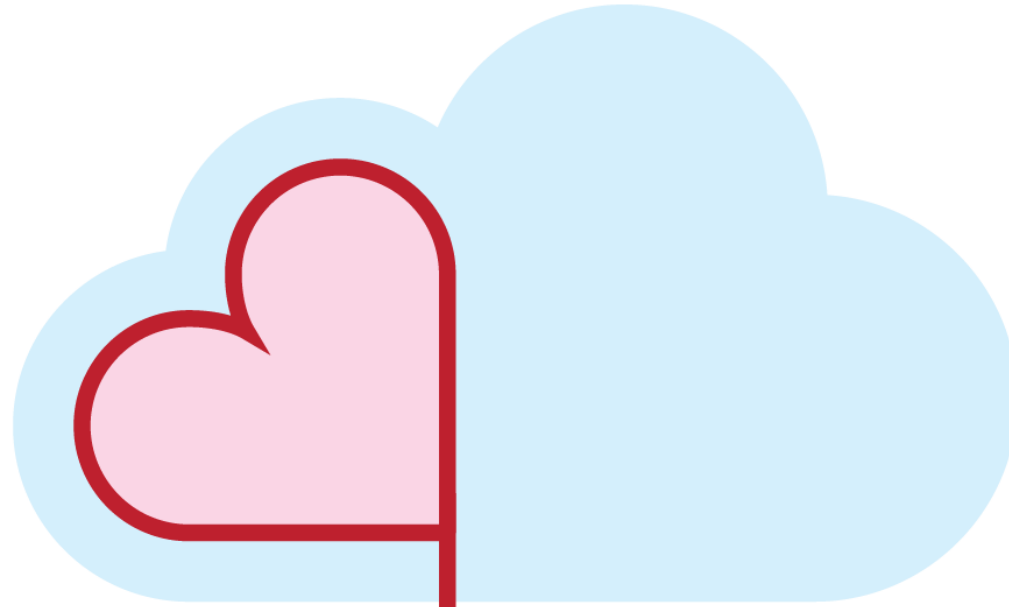


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**City of Fort Lauderdale, FL**

**IV. Post Event Presentation  
Love is in the Air**

**Keith Willard  
President  
Keith Willard  
Events LLC**



# LOVE IS IN THE AIR

A VALENTINE'S AFFAIRE



# LOVE IS IN THE AIR

A VALENTINE'S AFFAIRE

Presented By



Sunday, February 14, 2021  
1pm - 6 pm

The Rooftop Terrace at Las Olas Beach Garage  
200 Las Olas Circle, 5th Floor, Fort Lauderdale 33316

### Valentine's / Galentine's Sip & Shop

Curated Pop-Up Shops, Gourmet Treats & Spirited Sips  
Live Entertainment, Wedding Showcase, Rooftop Vibes  
Interactive Experiences ... and so much more!

### Micro-Wedding Ceremonies

Say 'I Do' in a Wedding Ceremony for Two

### Valentine's Day Vow Renewal

Renew your Vows at Sunset overlooking the City Skyline

View Details & Ticket Info at:

[LoveIsInTheAirFTL.Eventbrite.com](http://LoveIsInTheAirFTL.Eventbrite.com)



Major Sponsors

Event Partners

06.21.2021 BID Rescheduled Regular Meeting

Munai | Scentful Soaps | Wildly Belle | Natural Boca | Blinged by Lex | Bloom to Bliss | I Do's by Lynn | Echoamana | Good Times Roll



Mike Sipe

Association Supporters





# Over Twenty Community Partners



# Over \$20,000 in In-Kind Sponsorship



# On Site Market Place





# Entertain Me



# Safety First



*Lenisse Komatsu*



06.21.2021 BID Rescheduled Regular Meeting



# And a Few More...



**V. BID Manager Update**

**Tasha Cunningham  
BID Manager**

- **Co-op Promotional Campaign Update**

# Beach Business Improvement District (BID) Manager Update

*June 21, 2021*

*Presented By*



# Presentation Outline

## ① Visit Lauderdale Co-Op Campaign Update

- Campaign Launch Plan and Timeline
- Matador Network Videos

## ② Questions & Answers



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*Visit Lauderdale Co-Op Campaign Update*

# Campaign Launch Plan

## ■ JUNE 2021

- June 22 – Launch press release and media kit distributed by BID and Visit Lauderdale
- June 22 – Matador videos and Matador landing page go live
- June 22 – Matador distributed on BID and Visit Lauderdale social media networks
- June 22 – New York Times Great Getaways newsletter deployed
- June 22 – Media pitching and interview coordination begins
- June 22 – Distribute media kit to partners to help amplify the campaign
- June 22 – Visit Lauderdale landing page live
- June 22 – AFAR Network banners deployed

## ■ JULY 2021

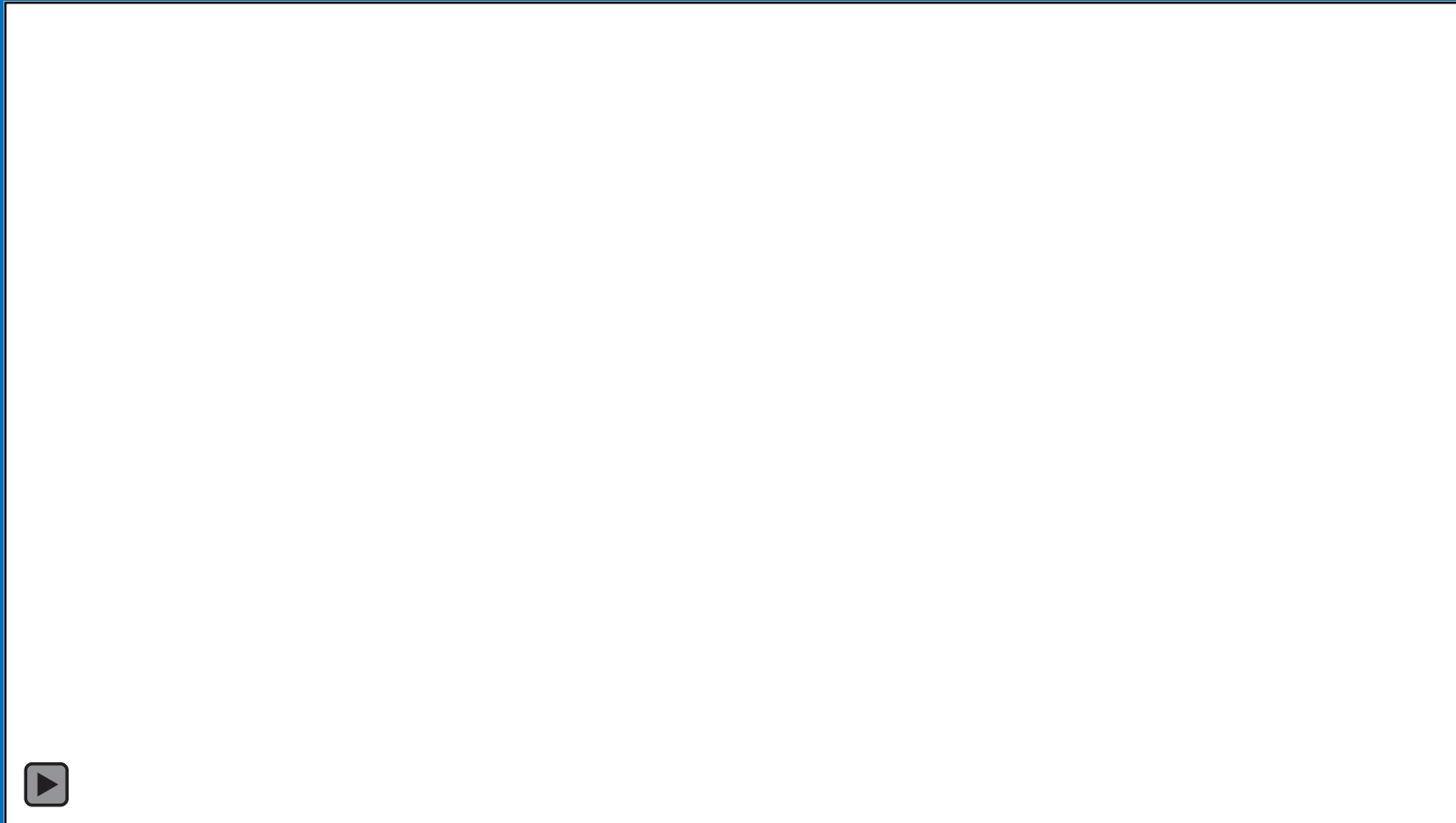
- July 14 – Audacy video “Best Places to Dine” video launches
- July 20 – Condé Nast Traveler "Walking Around In" segment launches
- July 20 – Media pitching and interview coordination begins

## ■ AUGUST 2021

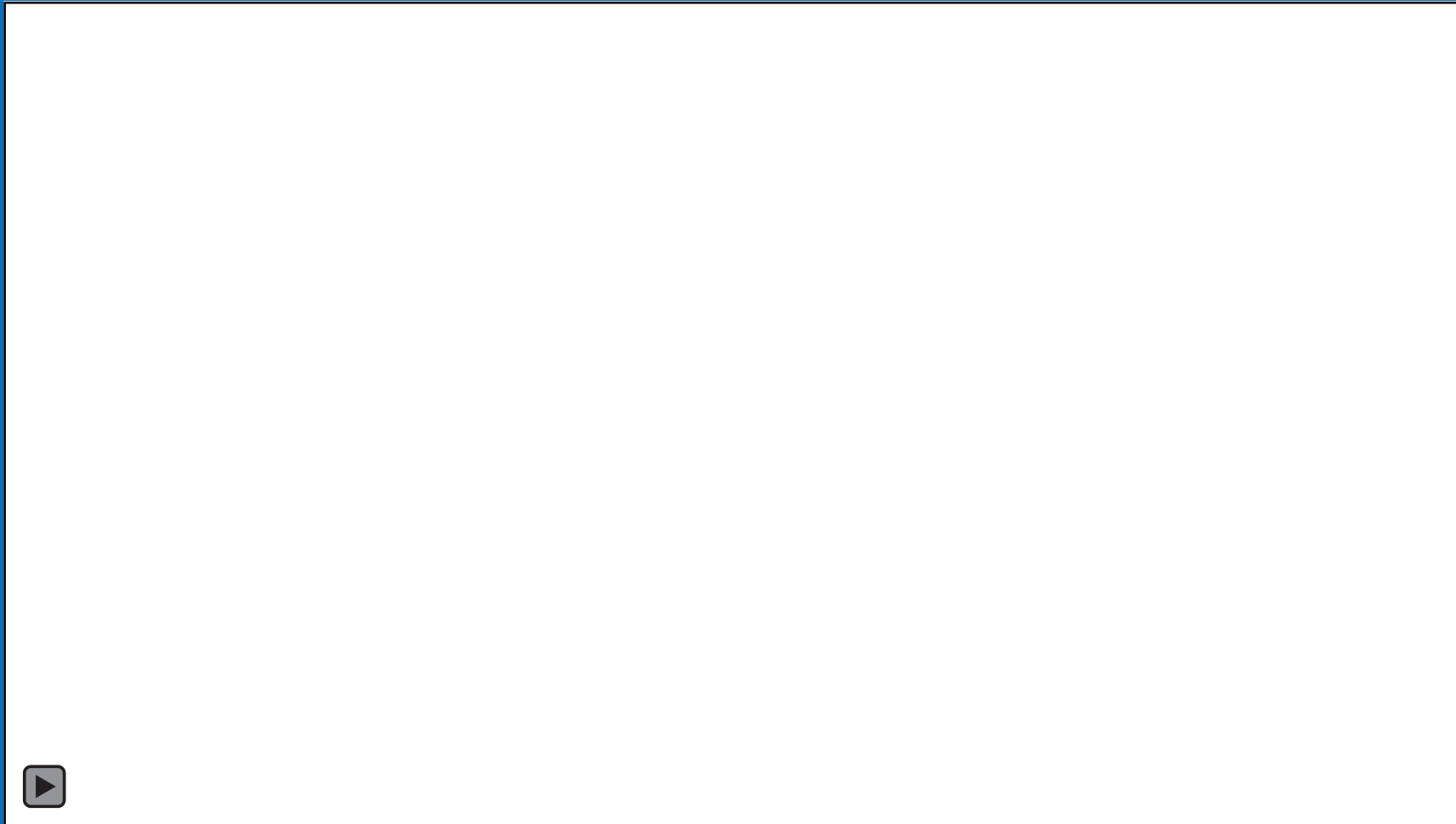
- August 9 – Visit Lauderdale/ Aqua team present campaign results to date at BID meeting
- August 10 – New York Times Great Getaways newsletter deployed
- August 19 – Audacy video “Best Places to Stay” video launches



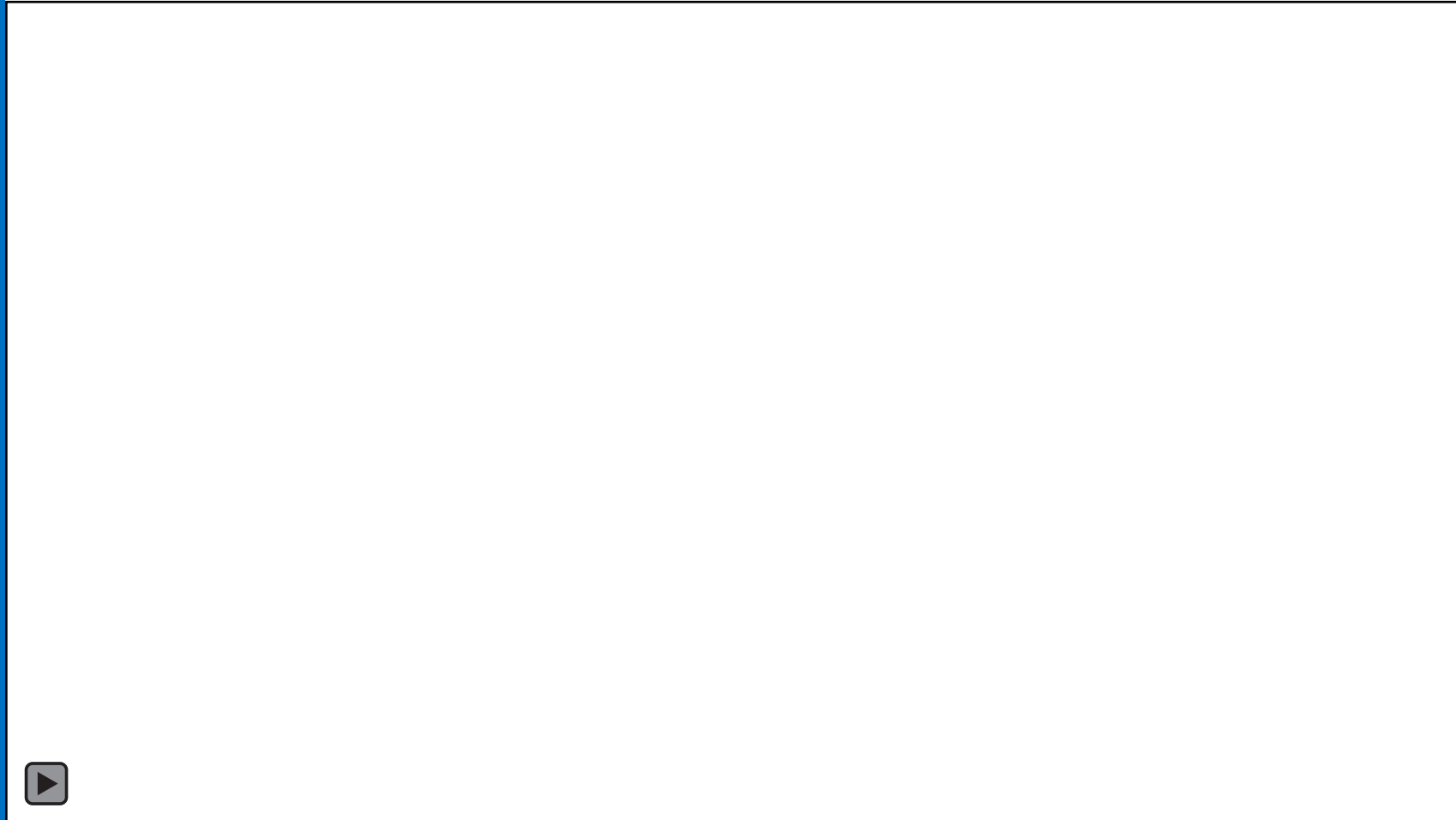
# Matador Network Videos



# Matador Network Videos



# Matador Network Videos



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# *Questions & Answers*

**VI. Communications to  
City Commission**

**Anna MacDiarmid  
BID Chair**

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

**Cija Omengebar  
CRA Planner**

- **July Agenda Item Recommendations**
  - **Fiscal year 2022 Budget Review**
  - **BID Rebranding Strategy Plan**
  - **FTL Beach Park Infrastructure Project Update**
  - **Event Grant Application**
    1. **Tortuga Music Festival Update**
    2. **RipTide Festival Request**

**V. Adjournment**

**Anna MacDiarmid  
BID Chair**