

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

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

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