

**APPROVED MINUTES  
 BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
 REGULAR MEETING  
 Monday, June 21, 2021, 9:30 A.M.  
 CITY HALL, 8<sup>th</sup> Floor Conference Room  
 100 North Andrews Avenue  
 Fort Lauderdale, FL 33301**

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	10	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	10	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Michael Chiusano, Alternate	A	6	4	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	A	9	1	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	A	7	3	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	5	5	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	9	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	A	8	2	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u>	A	3	2	0	0

**Staff**

Cija Omengabar, CRA Planner  
Clarence Woods, Northwest CRA Manager  
Tasha Cunningham, BID Manager  
Jamie Opperlee, Prototype, Inc.

**Guests**

Keith Willard, Keith Willard Events, LLC  
Kurt Stang, Miami Christmas Lights  
Arianne Glassman, rAV Communications

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

The meeting was called to order at 9:37 a.m. by Chair MacDiarmid. It was noted that a quorum was not present.

**II. Approval of Meeting Minutes**

- **Regular Meeting – May 10, 2021**

Due to lack of quorum, the May minutes were tabled to the July meeting.

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

Chair MacDiarmid briefly reviewed the objectives of the BID.

Kurt Stang of Miami Christmas Lights presented options for the holiday display in Las Olas Park, including variations on a snowman for visitors to take selfies with.

Chair MacDiarmid asked if it was possible to add a QR code.

Mr. Stang shared past experience with adding a hashtag to the display and noted it was taken off because it was busy. Discussion ensued regarding possible placement of a QR code on the display.

Mr. Hughes asked that the Fort Lauderdale signage not be off to the side so that it would get into photos. He suggested using QR codes in the future to bring Olas to life with a video and possibly augmented reality.

Ms. Cunningham stated that her staff could put together a video and QR code.

Arianne Glassman, rAV Communication, provided a brief background on the Olas the Snowman project, stating Aiton Yaari had funded the original project and it had later been taken over by the City.

Discussion ensued on integrating the BID colors into the display. Mr. Stang agreed to bring ideas back at the next meeting.

#### **IV. Post Event Presentation – Love is in the Air Valentine’s Affair**

Keith Willard, President, Keith Willard Events, LLC presented a post-event *PowerPoint* on the Love is in the Air Valentine’s Affair in February. He shared images of some of the advertising and displays that were a part of the event and noted that for many sponsors, it was the first chance to get their product or service in front of consumers in the past year.

Mr. Willard discussed the two (2) couples that had gotten married at the event, entertainment, and the COVID-19 safety protocols. He stated more than 350 people had attended (not including vendors) and noted this had exceeded the goals set by the event organizers. Mr. Willard reviewed the budget, including the BID donation and contribution by Keith Willard Events, LLC.

Chair MacDiarmid stated she had not been able to attend, but her team told her the event had gone well.

Mr. Woods asked how about the logistics of the on-site weddings.

Mr. Willard explained the process briefly. He discussed the two (2) night honeymoon package that Ms. Glassman had put together to encourage visitors to patronize the hotels and other local businesses.

#### **V. BID Manager Update**

- **Co-Op Promotional Campaign Update**

Ms. Cunningham gave a brief *PowerPoint* presentation on the ongoing promotional campaign partnership with the CVB. She outlined the current timeline, noting there may be revisions to the dates.

Ms. Cunningham played the long-form video for review by the Committee.

Ms. Cunningham noted that the Hotel Villa Venezia was in the video for about one (1) second and discussed the conversations which had led to a decision to allow the CVB to leave the footage in the video. She pointed out that the shorter videos created for social media exclusively showcased BID businesses.

Ms. Cunningham played the 30 second and 15 second videos. She explained ongoing discussion regarding rights to use the videos and B-roll from the videos for future uses.

The Committee provided positive feedback on the videos and logo.

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

None.

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

### **• July Meeting Agenda Item Recommendations**

Ms. Omengebar shared items planned for the July meeting agenda, including a review of the Fiscal Year 2022 budget, Fort Lauderdale Beach Park infrastructure project update, and event grant applications from Tortuga Music Festival and RipTide Festival. She stated that Tortuga had cancelled in 2021 and a new date was set for November, but the organizers would be providing an update. She noted that Ms. Cunningham was working with RipTide Festival regarding their request.

Mr. Fleming asked if the dates for RipTide were confirmed. He noted that the first two (2) weeks of December were slow. He stated the last event was held during a traditionally already busy week.

Mr. Hughes asked if the international volleyball tournament was coming back.

Ms. Glassman noted the Senior Olympics was coming.

Mr. Fleming stated he had heard the volleyball tournament was having funding issues which were impacting planning.

Ms. Omengebar explained that she would send out the budget prior to the next meeting so that members had time to review.

Chair MacDiarmid asked if there was an update on the Breakers Avenue project.

Ms. Omengebar stated that there was still no update on the pending legal review of the BID contributing funds to the project.

Mr. Hughes asked if it was within the purview of the BID to discuss an update on the Suntex Marina project next to the parking garage. He stated it was going to be a more than two (2) year project that would close off parts of the beach.

Ms. Glassman shared details of road closures.

Ms. Omengebar responded that she would speak with involved staff members and report back as applicable.

Ms. Glassman shared a mid-project update on the Las Olas Oceanside Park activation. She stated that the BID contribution had been reduced to \$107,500 and less had been spent. She discussed replacement of BID funding for Family Fit Day with sponsorship.

Continuing, Ms. Glassman stated funding for wayfinding banners had been removed from the budget because the Parks and Recreation Department did not want banners put up around the new parks. She reviewed additional changes and challenges, including difficulty finding theater groups and too much heat coming off the artificial turf to do

programming in those areas. She discussed a proposal to do movie nights once monthly in July, August, and September to bring people into the parks.

Ms. Glassman shared that the City Parks and Recreation Department had been asked to contribute funds to the Fourth of July event. She stated that CNN would be filming live at the Beach Boys concert and fireworks and discussed closure of the festival street for the full weekend.

Mr. Hughes asked for clarification on the location of the stage for the Beach Boys concert and associated road closures.

Ms. Glassman explained the Beach Boys would be performing on July 4 near the Courtyard, and A1A would not be closed, only the festival street. She stated between 20,000 and 30,000 people were anticipated. She noted all other activities would be at Las Olas Oceanside Park.

Discussion ensued regarding tying small events together with larger to make the small events more successful.

Ms. Glassman stated that because of the support of the BID, they had been able to bring art to the beach more. She stated the efforts had come to the attention of the Art in Public Places Board and they were interested in putting some of the pieces on the beach. She provided additional details on the art and shared images.

Mr. Fleming asked if events were working with water taxi to offer reduced rates to try to do something about the increased traffic.

Ms. Glassman stated that they work with most events and have been very active with the City recently. She acknowledged a major problem with the cost of parking, especially with the hassle to get to the garage. She noted issues with the tram and its hours.

Mr. Hughes asked if the Halloween market would be coming back in 2021.

Ms. Glassman responded that it would, and shared details of a proposed holiday market. She noted that Christmas Eve and New Years Eve both fall on Fridays, and planning was ongoing to do Friday Night Soundwaves events. She stated an 11-piece Frank Sinatra band was reserved for Christmas Eve.

Mr. Woods asked for clarification the turf replacement at Las Olas Oceanside Park.

Ms. Glassman explained the issues with the turf briefly and stated the replacement would be the same material with a gel under liner to keep it cool, and the addition of drainage.

Chair MacDiarmid stated that it was time to take down the mask and social distancing banners on the beach. She asked the Committee to consider if there was other messaging they wanted to replace it with.

Chair MacDiarmid stated the bus shelters were a mess, with trash and outdated maps. She noted she had reached out to City staff.

Discussion ensued regarding trash pickup on the beach, especially on weekends.

Ms. Glassman stated that the trash collection contract was being rebid, and that there were three (3) pickups on weekends.

Mr. Hughes responded that there was overflowing trash from about 4 p.m. on Saturdays.

Chair MacDiarmid stated she would also like to bring back the discussion on something to enhance the lifeguard stands.

Ms. Glassman responded that the Art in Public Places Board had under their purview the lifeguard stand designs which were created.

Ms. Omengabar agreed to research both issues and report back.

### **VIII. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 10:45 a.m. The next Regular Meeting of the BID is scheduled for July 12, 2021 at 3:30 p.m.

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

#### **Attachments:**

BID Manager Update *PowerPoint* presentation

Post-Event Love is in the Air Valentine's Affair *PowerPoint* presentation