

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

**Monday, December 13, 2021, 3:30 P.M.  
CITY HALL, 1<sup>st</sup> Floor Chamber Room  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301**

MEMBERS	September 2021 – August 2022				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	4	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	4	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	A	3	1	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	A	3	1	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	A	3	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	A	3	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	A	2	2	0	0
Sonesta Hotel <u>Michael Medeiros</u> (at 3:39 p.m.) JP LeBlanc, Alternate	P	4	0	0	0

**Staff**

Tasha Cunningham, BID Manager  
Sarah Spurlock, Night Time Economy Manager  
Cija Omengebar, CRA Planner/Liaison  
Jamie Opperee, Prototype, Inc.

**Guests**

Ina Lee  
Camila Clark, Greater Fort Lauderdale Convention & Visitors Bureau  
Chris Stacey, Rock the Ocean Founder

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

The meeting was called to order at 3:33 p.m. by Chair MacDiarmid. It was noted that a quorum was not present.

**II. Approval of Meeting Minutes**

- **Regular Hybrid Meeting – November 8, 2021**

Item not addressed due to lack of quorum.

**III. South Beach Park Parking Lot Infrastructure Project Status Update**

Item not addressed due to lack of quorum.

**IV. Three Year Funding Request (\$75,000) – Tortuga Music Festival**

Item not addressed due to lack of quorum.

**V. Co-op Promotional Campaign Presentation**

Camila Clark, Greater Fort Lauderdale Visitor's Bureau Senior Vice President (Visit Lauderdale), Marketing and Communications presented a wrap report of the promotional campaign completed in partnership with the BID. She explained the investment was \$96,000 and maximized BID dollars by working with large partners for a total return on investment of \$282,000. Ms. Clark played an excerpt of videos created as part of the campaign.

Mr. Medeiros arrived at 3:39 p.m.

Ms. Clark stated it had been a successful campaign and a great partnership.

**VI. BID Manager Update**

- **Light Up the Beach**

Tasha Cunningham, BID Manager, stated Light Up the Beach went well. She noted pictures were available for those who had not seen them.

- **Audacy Beach Festival**

Ms. Cunningham stated she attended the Audacy Beach Festival. She shared that the tickets donated to the BID were given out through the Healthcare Heroes campaign. She noted Mr. Levy and Chair MacDiarmid had added two (2) night stays at their properties to the packages. Ms. Cunningham explained the first responders honored were from Joe Dimaggio Children's Hospital and the six (6) hospitals throughout the Memorial Healthcare System. She noted it turned out well.

- **BID Application Prospects**

Ms. Cunningham stated applications coming up included Tortuga, Fleet Week, Fort Lauderdale Documentary, and the Greater Florida Transportation Management Association.

**VII. Communications to the City Commission**

None.

**VIII. Old/New Business**

- **Lifeguard Towers Update**

Cija Omengabar, CRA Planner/Liaison stated Parks and Recreation was preparing a memo for the City Commission to approve the artist contract. Discussion ensued regarding the process which had led to the design of the lifeguard towers.

Ms. Omengabar explained the BID was not funding the project.

Chair MacDiarmid stated the BID had originally brought the idea forward to enhance the look of the beach.

- **Increase Event Application**

Chair MacDiarmid suggested an increase in the fee to apply for a special event permit.

Sarah Spurlock, Night Time Economy Manager, explained there was no fee for applying for BID funds, but was a \$200 special event application fee. She stated City Commissioner Glassman had brought it up at the last Commission meeting, and it was something that had been reviewed in the past.

Mr. Medeiros asked the last time the fee had been raised.

Ms. Spurlock responded that it had not been raised in a long time, but the late fee had gone up. She explained applications after the deadline are now \$1,000. She noted a taskforce had looked at a varying fee structure based on square footage, location, and attendance, but it had not gotten traction.

- **BID Not Just a Funding Source**

Chair MacDiarmid noted she wanted to discuss the BID is not just a funding source but is also intended to enhance the beach in other ways. She stated the BID has a budget and does not always have funds available for every application, making for some difficult decisions.

Mr. Medeiros stated he thought the Board had done a good job of challenging and asking questions at the last meeting. He agreed it was not just about approving everything, as there is a budget. He asserted they would love to host every single event on the beach, but it was not always financially responsible.

Chair MacDiarmid added that they have to look at the return on investment of every event and consider the post-event presentation and things like heads in beds.

Ina Lee stated the CRA funds are now gone, and they used to do a lot of the partnerships. She asked whether, since the beach itself and the parks are under the Parks and Recreation Department, that department would have a budget for keeping those places clean and engaged. She asserted the Board should consider ways to access those funds instead of only relying on the BID budget, especially for maintenance.

Discussion ensued regarding City maintenance and projects in the beach area.

Ari Glassman pointed out the BID is a body for advocacy, not just funding. She stated the new Chief of Police had been working on the homelessness issue and was proactive in other areas. She noted she had received emails regarding increased rent for tour operators since SunTex took over Bahia Mar and explained some of the amenities at the marina would be going away. Ms. Glassman agreed to send information to the Board.

Ms. Glassman noted Ben Rogers, Director of Transportation and Mobility, was present. She stated there had been complaints from residents at the Commission meeting regarding clogged streets following major events, and part of that discussion had been regarding an increase to parking rates when there is a major event deterring locals from coming to the beach.

Discussion continued regarding the parking rates.

Ms. Omengabar suggested an agenda item in the future.

- **February Meeting Agenda Item Recommendations**

Ms. Omengebar shared items planned for the January agenda, including the Air Show and those items scheduled for this meeting which were not addressed due to lack of quorum, as well as the quarterly website update.

Chair MacDiarmid asked that Board members be called the Friday prior to meetings to remind them and confirm quorum.

Ms. Lee noted the Board members each have alternates.

Ms. Omengebar noted there were two meetings in January, with the Regular Meeting on January 10 and the Rebranding Workshop January 13.

### **VIII. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 4:03 p.m. The next Regular Meeting of the BID is scheduled for January 10, 2022, at 3:30 p.m.

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

### **Attachments:**

Visit Lauderdale PowerPoint presentation