

**APPROVED MINUTES  
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
WORKSHOP**

**Thursday, January 13, 2022, 2:30 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	6	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	6	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	A	3	3	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	5	1	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	A	4	2	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	A	4	2	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	P	4	2	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	6	0	0	0

**Staff**

Tasha Cunningham, BID Manager  
Sarah Spurlock, Nighttime Economy Manager

Ingrid Kindbom, Program Manager  
Cija Omengabar, CRA Planner/Liaison  
Jamie Opperee, Prototype, Inc.

### **Guests**

Ina Lee  
Ari Glassman, Website Manager

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

The meeting was called to order at 2:30 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

## **II. Discussion of Rebranding Initiative**

- **Marketing Plan Presentation**

Sarah Spurlock, Nighttime Economy Manager, introduced the goals for the workshop. She explained following a Board discussion, for the past few months staff had been working on recommendations regarding marketing and rebranding and was now seeking Board feedback.

Ingrid Kindbom, Program Manager, led a brainstorming activity and discussion with the Board regarding their expectations for the meeting and ideas for marketing the BID area, tracking targets for return on investment, and rebranding.

Tasha Cunningham, BID Manager, made a PowerPoint presentation regarding high level recommendations for the BID rebranding and marketing plan, beginning with a snapshot of the present situation. She shared some of the new creative assets developed for the campaign with Visit Lauderdale and discussed efforts to continue leveraging those materials through paid media, with analytics and metrics to measure results.

Ms. Spurlock pointed out it was important to note that the money the BID had been spending to now had been for the website, not social media. Discussion ensued regarding development of a budget for boosting posts and advertising on social media.

*Chair MacDiarmid called for a break at 3:37 p.m.*

*Chair MacDiarmid called the meeting to order at 3:46 p.m.*

- **Website Migration Presentation**

Ari Glassman, Website Manager, made a presentation regarding a concept for website migration. She explained the concept for two (2) websites had been discussed with the City Manager's office and they were not amenable. She stated the objective is for a new domain that recognizes the BID and reviewed the plan for a stepped approach to migrating the data to a new site with a redirect from the old site.

Ms. Glassman discussed the BID portal and efforts to curate information in addition to weekly emails. Chair MacDiarmid suggested a location for hotel concierges to find the details of events all in one place.

Discussion ensued regarding choosing between the two (2) proposals for FTLBeach.com or DiscoverFTLBeach.com and aligning the strategy with the rebranded BID to evolve one (1) voice and look for consistency of message. Discussion continued regarding the cost of migrating the website and the use of vanity URLs to match the updated marketing of the BID.

Ms. Cunningham explained the DiscoverFTLBeach.com currently goes to Sunny.org as it was utilized as part of the co-op marketing campaign.

Ms. Spurlock encouraged the Board to focus on the look of the website rather than the website address. Discussion continued on the costs associated with the website and social media options.

Ms. Glassman continued her presentation, discussing creating content for the website and social media. She reviewed ideas for how the BID would differentiate itself and highlight its efforts and sponsorships.

Ms. Spurlock recommend a strategic planning session to discuss thoughts on marketing the beach. She asked if the Board had any questions or comments on the presentations regarding rebranding and website migration.

Ina Lee asked whether the City was rebidding the two (2) positions as one (1).

Ms. Spurlock responded that it depended on the direction received. She explained the \$200,000 marketing budget proposed was beyond the contracts currently in place, so to accommodate that, rebidding the project would be necessary. She discussed staff concerns with overlap between Ms. Cunningham's scope of work and Ms. Glassman's scope of work and noted it had become confusing, so one of the things being looked at was having one (1) contract.

Chair MacDiarmid asserted there needed to be one (1) marketing person or company. She stated she had been confused and compared it to how businesses are run. She noted both presentations were great and pointed out she thought social media numbers should be higher.

Ms. Glassman noted her scope of service was to run the website, but over the years she had taken over social media as well. She asked that it be considered that there was zero dollars put into those platforms.

Ms. Namour stated the social media was basically in limbo. She noted it was growing, but not the way it should be because the Board had not put any money into it. Discussion continued regarding the numbers on social media and organic growth.

Chair MacDiarmid summarized the Board's direction to staff, including:

1. Funds to social media
2. One (1) website
3. One (1) person/company as a marketing partner

Mr. Fleming asked what the budget in the last fiscal year had been for marketing. Ms. Spurlock stated Ms. Cunningham's contract was \$57,000 and Ms. Glassman's was \$39,750.

Mr. Fleming asserted that because the BID is out of funds for sponsorship, maybe this is not the year to double the marketing budget.

Ms. Cunningham stated the \$200,000 could be spread over three (3) years so it was not all impacting the budget in one (1) year.

Mr. Fleming asked for an overview of what Ms. Cunningham and Ms. Glassman are currently doing.

Ms. Cunningham explained her work, including revamping the application and interaction with sponsored events. She stated her firm does not have access to the social media or website, so does not do work in those areas. In response to a question from Chair MacDiarmid, Ms. Cunningham stated her original proposal had included those items, but due to the overlap in scopes, that had not been the practice. Discussion ensued regarding social media management and Ms. Cunningham's firm's experience in social media.

Ms. Spurlock noted the procurement rules associated with the rebidding of the marketing for the BID and changing existing scopes of work. She stated staff would bring the discussion back to the Board at a future meeting.

Ms. Kindbom asked for any additional feedback on the marketing plan. Discussion ensued, and consensus was that the previous three (3) items listed as direction of staff should be the initial focus.

Ms. Omengebar asked for clarification regarding the Board's thoughts on the website and noted questions which had come up in previous discussions. Ms. Glassman provided a brief demonstration using the Visit Lauderdale site. Consensus was to create a vanity URL and point it to a renovated version of the existing site, rather than migrating the site.

Ms. Spurlock noted there had been discussion about creating a separate website or section on the Fort Lauderdale Beach website. She explained the Police Department, CRA, and airport have separate websites, and it had resulted in a loss of connection between City departments, so the City Manager's office feels strongly that a separate website for the BID is not an option.

Chair MacDiarmid stated that made sense as long as the website was updated with the new BID logo.

Ina Lee asserted the co-op program had been created because there was a surplus of money built up in the BID, but that was no longer the case. She suggested the Board discuss raising the millage rate.

Mr. Fleming asked about setting up a strategic planning meeting to discuss the millage rate and other items. Ms. Spurlock responded that staff would set up a meeting.

Chair MacDiarmid suggested an alternate venue.

Ms. Spurlock asked for final comments. She noted there was still room for discussion in the strategic planning session. Discussion continued regarding the presentations.

Ina Lee stated what she thought was missing was public relations. She asked whether press releases were under anyone's scope.

Ms. Cunningham noted it was not necessarily under her scope, but her company could put a publicist on it.

### **III. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 4:51 p.m. The next Regular Meeting of the BID is scheduled for February 14, 2022, at 3:30 p.m.

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

#### **Attachments:**

BID Manager Rebranding Presentation  
Website Manager Migration Presentation