

**APPROVED MINUTES
 BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
 REGULAR MEETING
 Monday, March 14, 2022, 3:30 P.M.
 CITY HALL, 1st 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	7	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	7	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	A	3	4	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	6	1	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	6	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	P	6	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	4	3	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	7	0	0	0

Staff

Ingrid Kindbom, Nighttime Economy & BBID Program Manager
 Tasha Cunningham, BBID Manager

Sarah Spurlock, Nighttime Economy Manager
Cija Omengebar, CRA Planner/Liaison
D'Wayne Spence, Assistant City Attorney
Kristen Thompson, Program Manager, Transportation and Mobility
Jamie Opperlee, Prototype, Inc.

Guests

Ina Lee

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:36 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – February 14, 2022**

Motion made by Mr. Levy, seconded by Mr. Fleming, to approve the minutes of the February 14, 2022, Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. BBID's Purpose, Legal Framework, and Expectations

D'Wayne Spence, Assistant City Attorney, provided a PowerPoint presentation providing a brief history on the BBID and its creation, as well as the definition of the BBID as a special assessment district and related requirements. Continuing, he discussed the function of the Board and its advisory role, duties, and voting requirements, including the higher level of special benefit afforded under the BBID and the availability of legal counsel in case of questions on the matter. He reviewed the Code of Ethics, Sunshine Law, and public records regulations.

Mr. Levy asked the qualifications to serve on the Board. Mr. Spence explained the Ordinance has categories for membership. He read the requirements for Board membership within the Ordinance.

Chair MacDiarmid asked for clarification regarding the City Commission approving decisions of the BBID. Ingrid Kindbom, Staff Liaison, explained the process.

Chair MacDiarmid asserted enhancements and events do not benefit the BBID exclusively and asked what consideration the Board should take of this when making choices. Discussion ensued regarding events needing to take place within the boundaries of the BBID and specially benefitting the area.

Chair MacDiarmid stated it would be helpful to the Board to have tracking of the benefits of the businesses within the BBID boundaries. Discussion continued on benefits for businesses outside of the boundaries and those that should be included.

Mr. Fleming asked about businesses delinquent on the assessment and tracking of that information. Mr. Spence explained it would be tracked by the City's budget department.

Ms. Kindbom stated it is on the November tax bills and noted she was not aware of any existing delinquencies.

IV. 2022 Snowman display options

Sarah Spurlock, Nighttime Economy Manager, outlined two (2) options for the 2022 snowman display, including renderings for each. She noted both included the QR code as the Board had voted on the previous year.

Motion made by Mr. Levy, seconded by Ms. Namour, to select the tourist snowman. In a voice vote, the **motion** passed unanimously.

Ms. Spurlock asked whether the Board wanted to approve minor details like color changes or have staff make those decisions. Consensus was to have staff make arrangements as needed.

Tasha Cunningham, BBID Manager, stated the QR code on the 2021 display had been scanned 432 times.

V. BBID Manager's Report

Tasha Cunningham, BBID Manager, shared a PowerPoint presentation of her update. She explained the team had been working with Live Nation regarding activities surrounding the Tortuga Music Festival. She noted a social media contest with winners selected by the BBID and advertising on the app. Continuing, Ms. Cunningham updated on Fleet Week, stating the print advertisement design was due by April 1.

Ina Lee asserted it was critically important for the name "Fort Lauderdale Beach" to be up on the stage. Ms. Cunningham explained the BBID logo would be on the stage, but the position was not yet known.

Ina Lee stated rather than using the BBID logo no one knows, the stage should say Fort Lauderdale, as media comes from all over and people take photos. Ms. Cunningham responded the plan was a banner that goes across the top which says "Fort Lauderdale Beach", and then the BBID logos on the sides. She noted screens alongside the stage would rotate throughout the day and include the logo and name "Fort Lauderdale Beach," as well.

Ms. Cunningham noted the BBID tickets for Tortuga would be donated to local teachers, and explained she is working with the School Board on the logistics. Discussion ensued regarding how teachers would be identified and the judging of the social media contest.

VI. Discuss Scope for New Solicitation of BBID Manager

Ms. Cunningham left the meeting.

Ms. Spurlock explained that in January, the Board had decided on having one (1) contract for all marketing, public relations, website, and advertising, including social media. She noted there was significant overlap between the two (2) current positions, which had led to issues in the past. She explained staff was proposing putting out a Request for Proposals (RFP) with a change in title to BBID Marketing Coordinator to make the parameters of the position clearer and explained Ms. Kindbom and herself would handle the administrative work.

Chair MacDiarmid stated the Board had always wanted the role to be one (1) person, so it was great that change was being made. She agreed it is confusing to call the role the BBID Manager. Discussion ensued regarding the title and position description.

Ms. Lee noted the Board had previously spent funds on extra cleanup for the beach, infrastructure and design projects, and asked whether the assertion was that anything not marketing related such as those projects would be handled by staff, as they are not marketing related. Ms. Spurlock confirmed this was correct.

Ms. Namour stated the division of duties would give the Marketing Coordinator more time to find new opportunities for the BBID.

Mr. Fleming added that doing more promotion of the activities the BBID has participated in would also be a benefit to maximize on the response rate.

Ms. Spurlock explained the current scope of the position also includes finding events. She stated there will be a more in-depth conversation on the topic at the upcoming Strategic Planning Meeting, but more events on the beach is not the direction the City Commission wants. She noted a joint meeting with the City Commission may be warranted, as there had not been one since 2017. She asserted staff was thinking the Marketing Coordinator could do more to stir up excitement for the events in place and other things to activate the beach area.

Mr. Fleming asserted that while finding events was previously in the scope of work, he was not sure that had ever come to fruition.

Ms. Spurlock explained it was previously done, but now the Board and City Commission needed to be on the same page. She stated there is lots of opportunity for more activation of existing spaces and improvements on the beach.

Ms. Kindbom briefly explained the RFP process.

Ms. Spurlock stated staff would let the Board know when the RFP was open so they could spread the word.

Item VII title was corrected from originally published agenda.

VII. South Beach Parking Lot Improvements

Ms. Spurlock explained an update to the South Beach parking improvements had been shared in January, and an additional change had since been made. She shared an aerial photo and noted the proposed median cut on the south side of the parking lot would be eliminated at the recommendation of the Transportation and Mobility Director. She reviewed the items which had been removed from the project and noted there remained an opportunity to keep the north and south parts separated so all staging can happen on the south and access can be through the north without interrupting the staging area, as well as a clear pedestrian beach entrance by B Ocean Fort Lauderdale. She explained the project was not the full vision of the Board from five (5) years ago, but still had benefits while being at a lower cost.

Ms. Namour asked for clarification on the location of the walkway and improvements. Kristen Thompson, Program Manager, Transportation and Mobility, provided additional detail on the area impacted. She noted installation of fiber points.

Discussion ensued regarding the costs and return of excess funds to the BBID. Ms. Spurlock stated she did not have a number to quote at this time. She noted at this time, the commitment is for \$75,000 for the design.

Mr. Levy suggested permanent bathrooms on the beach. Ms. Spurlock stated that was something the group could look at and propose.

Mr. Ansari asked why they were spending all of this money if the City Commission does not want more events brought in. Ms. Spurlock explained there are still a number of existing events. She noted the original intent was that infrastructure would make it cost less to put on an event and stated the events could be made less disruptive for locals.

Chair MacDiarmid asked if there would be a revised budget. Ms. Thompson stated a cost estimate would be a part of the design process and that estimate would be presented to the Board for review.

Consensus was to move forward with the design at a cost of \$75,000.

VIII. Old/New Business

Ms. Spurlock explained a review of the Ordinance determined the Chamber of Commerce position on the Board was not created with an alternate position. She introduced Michael Munroe, Director of Sales and Marketing at Bahia Mar Doubletree and newly appointed alternate member for that hotel. She noted Mr. Kusich representing Ritz Carlton had previously resigned but was being reinstated.

- **April Meeting Agenda Item Recommendations**

Ms. Spurlock explained Concourse would be giving a recap of their event, and explained staff was working on receiving a presentation from Audacy.

- **Strategic Planning Meeting**

Ms. Spurlock stated the Strategic Planning Meeting was set for April 14, 2022, in the 8th floor conference room from 2:30 p.m. to 4:30 p.m. She noted staff would come forward with proposals to discuss.

IX. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:48 p.m. The next Regular Meeting of the BBID is scheduled for April 11, 2022, at 3:30 p.m.

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

Attachments:

BBID Purpose, Legal Framework, and Expectations PowerPoint
South Beach Parking Lot update