

**APPROVED MINUTES
 BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
 STRATEGIC PLANNING MEETING
 Monday, May 9, 2022, 3:30 P.M.
 CITY HALL, 8th Floor Conference 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	9	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	9	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u>	P	5	4	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	8	1	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	8	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	P	8	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	6	3	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	9	0	0	0

Staff

Tasha Cunningham, BBID Manager
 Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison

Ingrid Kindbom, Nighttime Economy and BBID Program Manager
Jamie Opperee, Prototype, Inc.

Guests

Ina Lee
Ari Glassman, Website Manager
Kate Reed, 66 Productions
Phill Marro, 66 Productions
Maria Jannace, Fort Lauderdale Concours

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 present.

II. Approval of Meeting Minutes

- **Regular Meeting – March 14, 2022**
- **Strategic Planning Workshop – April 14, 2022**

Motion made by Mr. Levy, seconded by Ms. Namour, to approve the minutes of the March 14, 2022, Regular Meeting and the April 14, 2022, Strategic Planning Workshop. In a voice vote, the **motion** passed unanimously.

III. Post Event Presentation – Concours Event

Maria Jannace, Founder/CEO, Fort Lauderdale Concours, reviewed her background and shared a post-event presentation on the Concours event. She shared photos and videos of the event and discussed the target market, ticket sales, and prices. Continuing, Ms. Jannace shared an email received from a man who showed a pre-war Packard at the event, commenting on the location and venue. She asserted the event had put Fort Lauderdale Beach on the map with the collector car community.

Continuing, Ms. Jannace reviewed the financial reporting from the event. She explained the BBID funds were used for marketing, advertising, signage, venue rental, and security. She shared samples of the advertising created. Ms. Jannace discussed goals for the event and long-term growth plans. She thanked the Board for their contribution.

Ingrid Kindbom, Nighttime Economy and BBID Program Manager, asked about the number of tickets sold. Ms. Jannace explained ticket purchases, comped tickets, and total turnout of 1,633 people.

Ms. Kindbom asked if people had stayed at the hotels on the beach. Ms. Jannace stated it was difficult to gauge because of the number of boat show participants, but most of the

people who were there just for the car show were local. She noted those who came from out of town made their own hotel reservations on the beach or stayed in comped rooms at Riverside Hotel Fort Lauderdale.

IV. Follow up from Strategic Planning Session

Sarah Spurlock, Nighttime Economy Manager and BBID Liaison, explained summary notes from the Strategic Planning Workshop had been attached to the agenda for review. She noted it was a good start, and staff was looking for more specificity from the Board.

Ms. Kindbom discussed the need to narrow down and define the focus for the Board moving forward. She noted additional marketing for the summer had been identified during the meeting as a need, so Tasha Cunningham, BBID Manager, would be presenting a proposal later in the meeting. She shared a calendar of events for the year.

Ina Lee referenced the City Commission's comments that they do not want events on the beach and stated races which shut down the beach and cause traffic issues should be recognized and included on the calendar. She asserted the addition would give a more complete picture of what is happening on the beach. Ms. Spurlock stated staff would connect with the Special Events Team to supplement the calendar.

Chair MacDiarmid stated the BBID's role is to bring business, not only for locals, but to attract tourism. She noted the Board never gets information on what business is generated for the beach businesses, north to south, when receiving reports. She asked whether this meeting was the time to narrow down the list discussed at the Strategic Planning Workshop.

Ms. Kindbom stated there had been brief discussion at the meeting on conducting a fiscal impact study and noted that was a staff recommendation. She provided additional detail on how the study would be conducted.

Ms. Spurlock added that on a less formal basis, each of the hotels can look at their own numbers and see if a bump is seen in relation to events.

Mr. Kusich stated there are events where an increase in stays is seen, such as Tortuga, but it becomes challenging to pinpoint what drives revenue and what does not. He noted the value of activating the full beach to see the benefits. Discussion ensued regarding weekend events, Sunday events, and full week events.

Ms. Johnson asserted seasonality is a factor. She stated the hotels sell out in February anyway, so for example, Presidents' Day weekend events are not helpful.

Ms. Kindbom asked whether the hotels conduct surveys. Mr. Kusich and Chair McDiarmid discussed brand-specific surveys and data gathering, as well as other businesses which would have data.

Ms. Lee asserted people like to travel to a destination where things are happening, and they look at the calendar. She stated more events is better to keep the destination hot and provide top of mind awareness.

Ms. Kindbom discussed which businesses contribute to the BBID. She explained the Board represents seven (7) of the 10 highest property values on the beach and provided a list from 2021 and noted the 10 highest properties contributed 63 percent of the BBID revenue out of a total of 49 properties. Continuing, Ms. Kindbom outlined the current contribution rate and projected budget for Fiscal Year 2022-23. She noted amounts which would be projected based on an increase of the contribution.

Ari Glassman stated she knew the Board had discussed a potential increase to the assessment and asked whether discussion had included trying to envelope all of the businesses within the barrier island business district. She noted a prior BBID Manager had looked at a "Friends of Fort Lauderdale Beach" program to include businesses outside the beach zone. She reviewed the specific responses from various business.

Chair MacDiarmid stated she did not think the BBID made that decision, but it was made by the City. Ms. Spurlock added that it was specifically delineated in the Ordinance.

Mr. Medeiros asked the parameters of the BBID. Ms. Spurlock explained. Discussion continued on the area and total contribution.

Mr. Medeiros asserted the BBID should be collecting additional funds in order to have the ability to do more things on the beach. Ms. Spurlock stated she did not believe the question had been formally asked.

Ms. Kindbom stated staff could explore the idea of exploring the boundaries of the BBID and bring information forward at the next meeting.

Mr. Ansari reiterated that the City Commission does not want more beach events.

Ms. Lee asserted the BBID had not had a joint meeting with the City Commission in some time. She discussed the importance of collecting data about the economic impact of large events and suggested building events that enhance existing events.

V. Review of Budget

Ms. Kindbom pointed to the summary budget in the backup materials for review. She explained allocations to date and planned spending.

Chair MacDiarmid asked whether the Board should entertain new proposals. She stated the Board also needed to be more careful in responding to proposals in the new fiscal year. Discussion ensued regarding available funds.

Ms. Kindbom explained the property appraisals would be prepared in advance of the next meeting, so the Board would have a better idea of the budget available.

Chair MacDiarmid asked whether the Board believed events that had been previously funded by the BBID would continue if the Board stopped sponsoring.

Ms. Lee asserted Miami Beach would love to take Tortuga. Ms. Spurlock stated the organizers would pay thousands more to hold the event there.

VI. Proposed Marketing Campaign for Summer

Items VI and VII were presented together.

VII. BBID Manager's Report

Ms. Cunningham shared a PowerPoint presentation of her update. She provided an overview of the BBID's involvement in the recent Tortuga event, including tickets donated to teachers at an appreciation event, social media contests, stage signage featuring the BBID logo and Fort Lauderdale Beach, and social media shares. She discussed issues with the event app, and stated partners were inadvertently not linked. She explained the organizers had stated the issue would be resolved prior to next year's event. Continuing, Ms. Cunningham provided a recap of the Fleet Week and Air Show, including promotional activities the BBID had been involved with.

Ms. Cunningham shared a high-level overview of a proposal for a marketing campaign to bring people to the beach during the summer. She noted the BBID had used the same campaign for the past two (2) years, so staff was looking to refresh with new calls to action for each month. She explained beach activations such as Friday Night Sound Waves and other events put on by local businesses would be highlighted in sample itineraries.

Chair MacDiarmid asked whether the Board would review sample itineraries. Ms. Cunningham agreed.

Mr. Levy asked the reasons behind the budget-friendly focus in August. Ms. Cunningham explained they were looking at promotion of Visit Lauderdale's LauderDeals program during a slower time. She noted the intent was to switch the messaging each month.

Ms. Cunningham explained the proposal was largely based on social media and noted there were budget options which included print advertising and a billboard. She shared a mock up of a logo which had been created for the presentation, and noted if the Board liked the campaign, her staff would build the concept out.

Ms. Lee pointed out the logo did not say Fort Lauderdale Beach. Ms. Spurlock agreed it was a good point and should be included somewhere. Ms. Cunningham noted that this would be added to the new design.

Ms. Cunningham shared three (3) budget options for review, at \$10,000, \$20,000, and \$30,000. She discussed what was included in each of the options briefly. Discussion ensued regarding social media, partnerships, and promotional items for giveaway.

Mr. Levy stated he believed the \$10,000 option was a lot of bang for their buck.

Ms. Namour suggested targeting to encourage people who were thinking of going to other places to come to Fort Lauderdale instead.

Ms. Johnson asked if there was awareness as to what Visit Lauderdale and the CVB were doing to avoid duplication. Ms. Cunningham shared a brief overview of the themes planned by those organization. She noted the campaign would be shared with Visit Lauderdale for them to help in promoting the beach area. Discussion continued regarding the campaign timeline.

Ms. Glassman stated she is on the Visit Lauderdale Marketing Advisory Committee and discussed the ongoing conversation regarding consistent messaging. She shared details of the LauderDeals program and noted the promotions through that site, and explained the site ranks third in a search. She encouraged the Board to not throw away what is working and driving traffic while looking at reorganization. Continuing, Ms. Glassman shared available content and noted where money is tight, the social aspect could be accomplished for half of what was being proposed.

Ms. Cunningham explained her staff was trying to create fresh content, and argued fresh verbiage was needed in order to be something people have never seen and to catch their eye. Discussion ensued regarding incorporating existing messaging.

Ms. Namour asked whether the concern was that adding the additional monthly taglines included in the proposal would interfere with the message and the ongoing program.

Ms. Spurlock reminded the Board they had budgeted \$200,000 for branding and promotion. She noted staff had asked Ms. Cunningham to come up with a summer campaign and explained this proposal would come out of that budget. She stated she was not clear how it would conflict with LauderDeals.

Ms. Glassman discussed concerns with the budget presented. Ms. Spurlock stated she appreciated that and outlined the items which were included in the BBID Manager's contract and those which were reimbursable as additional expenses.

Ms. Namour asked whether the campaign costs were itemized. Ms. Cunningham stated that would be the next steps after the Board approved a plan. Ms. Spurlock pointed out there would not be time for the Board to vote on the itemized budget, but they would vote at this time on a plan level.

Ms. Johnson expressed concern regarding losing ranking on the website. She shared her personal experience with the issue. Ms. Cunningham stated to avoid that issue, they

could update the existing website which is already getting traffic.

Ms. Namour asked that future proposals with tiers to choose from be itemized out prior to the Board voting on them. Ms. Cunningham agreed.

Ms. Glassman asked for clarification on separation of work product. Ms. Cunningham explained her staff would create the content and give it to Ms. Glassman

Discussion continued regarding the timeline of the promotion.

Ms. Namour asked that promotional proposals be presented sooner in the future.

Ms. Kindbom stated she would send the budget breakdown to the Board members via email once it was finalized. Consensus was to move forward rather than wait for the breakdown of expenses in order to preserve the timeline.

Motion made by Mr. Levy, seconded by Ms. Namour, to approve the minutes of the proposed summer marketing campaign at the first-tier budget. In a voice vote, the **motion** passed unanimously.

VIII. Communication to the Commission

Ms. Spurlock noted discussion of codification of the BBID Ordinance could be moved to the June meeting.

IX. Old/New Business

- **June Meeting Agenda Item Recommendations**

Discussion ensued regarding issues with 911, police presence on the beach, locking front doors and bathrooms, and ongoing concern with homeless population. Consensus was to invite Major William Schultz to the next meeting.

X. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 5:15 p.m. The next Regular Meeting of the BBID is scheduled for June 13, 2022, at 3:30 p.m.

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

Attachments:

Post-Event PowerPoint, Concours Event
BBID Manager Report PowerPoint