

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday, June 13, 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	10	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	10	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u>	P	6	4	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	9	1	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	9	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	P	9	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	7	3	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	10	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
Patrick Lynn, Chief of Police
Jamie Opperee, Prototype, Inc.

Guests

Ina Lee
Ari Glassman, Website Manager
Kate Reed, 66 Productions
Phill Marro, 66 Productions
Dawn Read Diehl, Event Director, Winterfest Inc.
Kathy Keleher, Winterfest Inc.

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – May 9, 2022**

Motion made by Mr. Medeiros, seconded by Mr. Levy, to approve the minutes of the May 9, 2022, Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Discussion with City of Fort Lauderdale Police Department

Sarah Spurlock, Nighttime Economy Manager and BBID Liaison, introduced the item. She explained the Board had requested a conversation regarding law enforcement issues on the beach, and the Chief of Police was present for discussion and to answer questions.

Patrick Lynn, Chief of Police, shared a brief update from the Police Department. He noted 17 new officers were provisionally included in the Fiscal Year 2023 budget, which he hoped would address the issue of lack of visibility on the beach which had come up during public meetings. He stated there had been requests to bring back bicycle patrol officers, and discussed the Las Olas substation, noting staff was looking at ways to make the office a more permanent assignment for officers. He explained the Violent Crime Reduction Unit's recent efforts following issues on the beach.

Chair MacDiarmid stated there had been concerns regarding 911 response. Chief Lynn outlined issues with the 911 Center. He noted understaffing was being addressed by the County Commission with increased salary and discussed potential for a City 911 Center.

He stated the addition of officers would be a factor in improving response times and added that an online reporting system was also being examined.

Mr. Levy explained he had lost an employee because they felt unsafe when police did not respond quickly to an emergency at 3 a.m. Chief Lynn responded that the Department was working on the response times. Discussion continued regarding safety concerns.

Mr. Medeiros shared recent experiences in managing the homeless population outside his hotel and related safety concerns. Chief Lynn addressed the role of Homeless Outreach Officers, restrictions on working with the population, and the impact of mental health and addiction issues. Discussion continued.

Ms. Johnson stated her hotel had two (2) guests hit by cars on A1A, and both had passed away. She asserted speeding was a serious issue and noted concerns in the evening. Chief Lynn responded that he would pass the concern on to the traffic officers.

Mr. Ansari discussed issues with the feeling and vibe on the beach and in the parking lots after dark, including loud music, drugs, sex, and cars. He noted it is a hang out spot. Chief Lynn stated he would go in the evening to see it for himself.

Chair MacDiarmid asked about officers going into the hotels and building relationships with key employees. Chief Lynn explained that was a concept they were hoping to get back to.

Ari Glassman stated she was having a huge problem at the park when she puts on programming and asked whether the cameras were operational. She shared an issue with a homeless woman punching her. Chief Lynn responded that he did not believe a camera was a replacement for an officer and stated he would find out if they were operational. He asked for additional information on the incident and Ms. Glassman provided detail.

Ms. Glassman noted the emergency pedestals were not operational, and Chief Lynn stated he would investigate. Discussion continued regarding protecting guests and keeping the area presentable and safe.

Mr. Ansari asked how the board could help the Police Department. Chief Lynn stated sharing the issues being faced was important and asked that they not be hesitant to call the police to report problems, which helps to dictate staff movement. He discussed hiring and vacancies.

IV. Post Event Recap – Winterfest

Dawn Read Diehl, Event Director, Winterfest Inc., presented a PowerPoint presentation recapping the event. Kathy Keleher, also of the Winterfest Inc. team, provided additional detail. Ms. Read Diehl shared information on the event's \$3 million advertising campaign,

noting the BBID logo was included. She discussed hotel packages and promotion of those partnerships through a variety of media, including posters and postcards, social media advertising, email blasts, a student art contest, newspapers, television, and magazines. She shared analytics related to the campaigns.

Mr. Levy asked whether the viewing area would be expanded. Ms. Read Diehl explained that the tickets would remain at 3,000 for the time being. She stated the area would expand as the marina projects progresses and discussed other assets that could be offered in the future.

V. Post Event Recap – Greater Fort Lauderdale Food & Wine Festival

Phil Marro, Jr. and Kate Reed, Owners, 66 Productions, shared a video and PowerPoint presentation recapping their event.

Ms. Reed stated the organizers had been happy with the new location in Las Olas Oceanside Park. She noted the event's tasting glasses had the BBID logo on them and discussed the reach of the event.

Mr. Marro shared analytics from the event, and noted issues related to COVID-19 and expanding variants. He discussed the markets covered and the event's finances. Ms. Reed provided additional detail related to marketing and partnerships.

Chair MacDiarmid pointed to the financial reporting and asked about the loss. Ms. Reed explained the event was operated at a loss, and noted the costs related to the 2020 cancellation due to COVID-19, as well as changed logos and the move in location.

Mr. Medeiros complimented the location and stated he looked forward to the event expanding. Ms. Reed shared feedback from the chefs participating in the event.

Mr. Fleming asked about hotel beds associated with the event. Mr. Marro noted 18 percent of participants were from outside the state. Discussion ensued regarding participants traveling for the festival from outside Broward County.

Ms. Reed noted the hotels could offer codes for tracking as the event expands in the future. Mr. Medeiros stated it was also beneficial as a value add and said it would be helpful to have information to email to existing reservations in the future. Discussion continued regarding benefits to the beach hotels.

Ms. Reid shared additional photos and outlined additional ways in which the events were marketed through social media, email, pole banners, and other means.

Mr. Medeiros asked if the organizers would consider moving the festival to the summer months to create additional traffic flow to local businesses. Ms. Reed expressed concern regarding holding outdoor events during hurricane season. Mr. Marro provided additional

detail on the date selection and noted the 2023 event was planned for January 9 through 15, 2023.

VI. Discussion – Holiday Lights on A1A

Sarah Spurlock, Nighttime Economy Manager and BBID Liaison, shared an email from a resident expressing concern with the color of the holiday lights on A1A. She stated new lights were necessary due to damage, and explained staff was proposing all white in place of the blue and white.

Ingrid Kindbom, Nighttime Economy and BBID Program Manager, reviewed the three (3) options included in the meeting backup materials, as well as the current costs associated with the lights. Discussion ensued regarding the budget and color options.

Motion made by Mr. Medeiros, seconded by Ms. Johnson, to select all white lights for the holiday lights along A1A at a cost of \$10,700. In a voice vote, the **motion** passed unanimously.

Ms. Spurlock shared that Ken Elizondo with B. Ocean Fort Lauderdale was no longer on the Board as an alternate member. Mr. Ansari stated he would have someone to replace Mr. Elizondo.

Mr. Medeiros noted he would also like to change his alternate. Ms. Kindbom explained the process for making the change and stated she could provide an example letter.

Ms. Spurlock shared a brief update on the Strategic Planning Meeting, including a launch of a summer advertising campaign beginning June 17. She stated the Board had discussed an expansion of the BBID boundaries, and noted she believed there was an appetite to make the change.

Discussion ensued regarding potential properties to add to the boundaries and the financial impacts.

Consensus was to direct staff to explore the issue and speak with the appropriate City Commissioners.

Ms. Spurlock stated staff would present the Fiscal Year 2023 budget in July and noted the Board could cancel the August meeting if they wanted to take a summer break. She pointed out the Board was only required by ordinance to meet quarterly. Continuing, Ms. Spurlock explained staff was working on a draft process to provide additional structure to the application process for funding from the BBID and a strategy for becoming less event driven, as well as a coordinated beach event calendar.

VII. BBID Manager's Report

Tasha Cunningham, BBID manager, shared a written copy of her PowerPoint update. She highlighted the fact that her firm was able to secure billboards in Sarasota, Tampa, Fort Myers, Miami, and other parts of Florida as a part of the \$10,000 summer campaign.

Ari Glassman, website manager, provided a written copy of her quarterly report. She shared brief highlights, noting an increase in organic traffic year over year and quarter over quarter. She discussed improvements in keyword search and reviewed demographics briefly.

VIII. Communication to the Commission

None.

IX. Old/New Business

- **July Meeting Agenda Item Recommendations**
 - **FY23 Budget**
 - **Proposal of Revised Application Process**

X. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 5:05 p.m. The next Regular Meeting of the BBID is scheduled for July 11, 2022, at 3:30 p.m.

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

Attachments:

Post-Event PowerPoint, Winterfest
Post-Event PowerPoint, Greater Fort Lauderdale Food & Wine Festival
BBID Manager Report PowerPoint
Website Quarterly Report PowerPoint