

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday, July 11, 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	11	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	11	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u>	P	7	4	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	A	9	2	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate (at 3:32 p.m.)	P	10	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u>	A	9	2	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	8	3	0	0
Sonesta Hotel <u>Michael Medeiros</u>	P	11	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
Nina Verzosa, Transit Planner, Transportation and Mobility
Lisa Marie Glover, Transportation Division Manager, Transportation and Mobility
Kristen Thompson, Program Manager, Transportation and Mobility
Diana Carrillo, Project Manager II, Transportation and Mobility
Jamie Opperee, Prototype, Inc.

Guests

Arianne Glassman
Michael Orlando, B Ocean Fort Lauderdale
Maria Jannace, President, Fort Lauderdale Concours

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 – June 13, 2022**

Motion made by Mr. Fleming, seconded by Ms. Namour, to approve the minutes of the June 13, 2022, Regular Meeting. In a voice vote, the **motion** passed unanimously.

Item 4 was heard prior to Item 3.

III. Micro Transit Pilot Program on the Beach

Nina Verzosa, Transit Planner, Transportation and Mobility Department, provided a PowerPoint presentation outlining the Micro Transit Pilot Program. She explained the free sustainable transportation option would be launched in mid-August in partnership with Ride Circuit. She outlined the process for utilizing the transportation and service areas. Continuing, Ms. Verzosa discussed the community shuttle and tram services. She explained efforts were underway to expand the times of beach service. She distributed materials to the Board to bring back to their hotels.

IV. South Beach Parking Lot Infrastructure Update

Diana Carrillo, Project Manager II, Transportation and Mobility Department provided a PowerPoint presentation updating on the South Beach Parking Lot infrastructure project. She explained the design was 60 percent done, and scheduled to be completed in August,

depending on obtaining the information about utilities. She reviewed the budget briefly and explained the consultant, Kimley-Horn, proposed stamped concrete and a mural for the south beach entrance beautification, but those decisions were not yet finalized pending budget considerations. Discussion ensued regarding the size and content of a potential mural.

Ms. Carrillo continued her presentation, explaining division of the parking lot for events and regular beach goers and widening of the gate to from A1A. She discussed efforts to improve electricity and fiber, and ongoing collaboration with Florida Power & Light (FPL). She stated the budget was expected to cover the project, but prices remained preliminary. Discussion ensued regarding projected costs.

Ms. Carrillo asked for direction from the Board regarding the stamped concrete and mural.

Mr. Kusich asked which priorities would have the largest return for the project. Ms. Carrillo explained the modifications to the parking lot and gate which were the priority.

Sarah Spurlock, Nighttime Economy Manager, explained the Board had allocated funds for the parking lot work. Discussion continued regarding events at the beach and the benefits to vendors utilizing the space.

Mr. Fleming stated he did not see the benefit of the dedicated fiber if it would result in a monthly fee. Ms. Carrillo provided additional detail.

Kristen Thompson, Program Manager, Transportation and Mobility Department, clarified that design would cost the same with or without the changes, and when the project was bid, the Board would be able to pick and choose options.

Motion was made by Mr. Medeiros, seconded by Mr. Kusich, to direct staff to pursue a quote on a mural for the South Beach Parking Lot. In a voice vote, the **motion** passed unanimously.

V. Budget FY2023

Ms. Spurlock briefly reviewed the budget and stated utilizing current numbers, there was \$166,000 left unencumbered for Fiscal Year 2023. She noted an additional fund balance may be allocated.

Mr. Kusich asked for clarification on the service line item 4327- Service Charges CMO. Ms. Spurlock explained the item paid for staff.

Mr. Kusich asked about an electrical supplies line item. Ms. Kindbom stated the item was a buffer for electricity for the snowman and holiday lights.

Motion was made by Mr. Medeiros, seconded by Ms. Johnson, to approve the preliminary

BBID budget of \$1,091,572. In a voice vote, the **motion** passed unanimously.

VI. Concours Event Funding Request – \$50,000

Maria Jannace, President, Fort Lauderdale Concours, shared a video of the Concours event and introduced the event briefly. She stated in exchange for the \$50,000 request, the food and terrace would be branded as Fort Lauderdale Beach.

Mr. Fleming asked the expected attendance of the event. Ms. Jannace stated the capacity was 1,500 in order to keep the flow at a maximum.

Mr. Fleming asked whether catering was intended to be a single caterer or participation from multiple businesses. Ms. Jannace stated due to the restrictions of the space, the intent was one (1) caterer.

Chair MacDiarmid suggested bidding out to all of the hotels as 1,500 was large for any one (1) hotel. Ms. Jannace stated the previous event had individual portions at stations. She noted the budget was \$40,000 for food. Discussion continued regarding event food.

Ms. Jannace discussed marketing and the target market for the event.

Mr. Medeiros inquired about other events. Ms. Jannace discussed facilities in Fort Lauderdale which are not available in other areas. She stated there are events at Amelia, Pebble Beach, and Miami, and stated Boca Raton had been the site of an event for 21 years. She discussed accessibility and size of the various events.

Chair MacDiarmid noted the funding request was \$50,000 and the Board had contributed \$25,000 the previous year.

Mr. Fleming stated it was a time of year when a lot is going on, and occupancy is already high. He added that the host hotel was not within the BBID.

Ms. Spurlock clarified the available budget for Fiscal Year 2023.

Chair MacDiarmid reiterated the comments made and asked the direction of the Board.

Chair MacDiarmid stated it was a great event and thanked Ms. Jannace for bringing it to the beach. She added that it would be good if the food came from a BBID hotel, as the Board was in place to increase revenue for the beach businesses.

Mr. Fleming stated he did not believe the Board should fund the event, as it would compete with an existing event and would not provide business for the restaurants and bars on the beach.

Motion was made by Mr. Fleming, seconded by Mr. Medeiros, to decline the funding request for the October 28, 2022, Concours event and provide no funding. In a voice vote,

the **motion** passed unanimously.

VII. Discussion – Event Funding Process

Ms. Spurlock stated staff was interested in creating more formal criteria for awarding BBID funds to events. She noted a draft document was included in the backup materials for the meeting, and discussed proposed criteria, which included restricted application dates and a ranking system. Ms. Spurlock noted in the past, the Board had been supplying seed money for new events, but there was a need to discuss priorities and objectives for benefit to the beach. She added that supporting the routine activation of the beach was a place she would focus.

Mr. Fleming stated his priorities were a combination of things. He acknowledged the Board already knows residents and the City Commission do not want to attract more events, but the BBID does want to continue to support events which provide high notoriety to the beach, so they don't go to some other area. He added that it was also important to provide services not just for the guests staying in hotels, but also locals, including addressing safety and cleanliness.

Chair MacDiarmid asserted heads in beds is important, but so are people visiting the beach and visiting restaurants and other businesses. She noted seasonality to fill holes in the calendar were important. Discussion continued regarding timing of events and phasing out event funding over time.

Mr. Fleming suggested if the funding decisions would be made all at once, it would make sense to hear all of the presentations and not provide decisions until the Board had an opportunity for discussion.

VIII. Loop and FNSW Grant Funding Report

Arianne Glassman, rAv Communications, provided a brief background on Friday Night Sound Waves and her contract to work with Parks and Recreation to activate the beach. She discussed the first completed fiscal year of the joint effort, including accomplishments and challenges.

Ms. Glassman shared a PowerPoint presentation reporting on efforts to activate the beach, focusing on those events funded by the BBID. She explained the beach had been activated with free and charity events 1/3 of the time with the assistance of the BBID. She discussed average event costs per day, the contribution of the Parks and Recreation Department, and sponsorship packages. Continuing, Ms. Glassman reviewed the programming budget, including a focus on public relations. She discussed social media and television coverage and discussed the events individually.

Chair MacDiarmid stated she liked that the events were free and asked about charging a small admission for events so that Ms. Glassman was not putting money in to balance

the budget. Ms. Glassman explained the challenges in charging admission, including the difficulty of not having a gate. She discussed potential alternative funding sources.

IX. BBID Manager's Report – Summer Campaign

Tasha Cunningham, BBID manager, reviewed her PowerPoint update briefly. She shared the social media advertisements and noted billboards would be running in five (5) markets through September 17. She showed the rack cards which had been distributed to the local businesses with specific landing pages for each promotion and itinerary. She stated the next round of distributing the Summer Campaign rack cards to the businesses on the beach was planned for the following week.

X. Old/New Business

Ms. Spurlock followed up on a discussion related to potential expansion of the BBID area. She explained Commissioner Glassman was supportive, and staff was figuring out the legal process. She stated staff would need to conduct a study and community outreach with an estimated cost of \$40,000 to \$50,000 of BBID funds.

Continuing, Ms. Spurlock updated on food and beverage on the beach. She shared that the City Commission had directed staff to write an Ordinance allowing hotels to serve food and beverage in front of their hotels. She explained the Ordinance required two (2) readings and was expected to be approved in September. She reviewed the proposal briefly, stating hotels would be allowed to serve people sitting in chairs in their sections.

Ms. Spurlock stated the Marketing and Advertising Request for Proposals (RFP) was out, which will consolidate the website services and marketing into one (1) contract. She noted the RFP was due July 26 and that the existing contracts will expire on September 30.

XI. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 5:16 p.m. The next Regular Meeting of the BBID scheduled for August 8, 2022, has been cancelled, and the next Regular Meeting will be September 12, 2022 at 3:30 p.m.

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

Attachments:

Micro Transit Pilot Program PowerPoint
South Beach Parking Lot Infrastructure PowerPoint
Post-Event PowerPoint, Greater Fort Lauderdale Food & Wine Festival
BBID Manager Report PowerPoint
Loop and FNSW Grant Funding Report PowerPoint