

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Tuesday, September 13, 2022, 3:30 P.M.

CITY HALL, 8th Floor Conference Room

100 North Andrews Avenue

Fort Lauderdale, FL 33301

MEMBERS	September 2022 – August 2023				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	1	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	1	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Samuel Fuerstman, Alternate	P	1	0	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	1	0	0	0
The Westin Ft Lauderdale Beach <u>Vacant</u> Laurie Johnson, Alternate	P	1	0	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Michael Orlando, Alternate	P	1	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	1	0	0	0
Sonesta Hotel <u>Michael Medeiros</u> Fernando Calvo, Alternate	P	1	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
Carla Blair, Prototype, Inc.

Guests

Arianne Glassman
Ina Lee

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 – July 11, 2022**

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

III. Nomination and Selection – Chair and Vice Chair

Motion made by Mr. Medeiros, seconded by Mr. Levy, to nominate Anna MacDiarmid as Chair. In a voice vote, the **motion** passed unanimously.

Motion made by Ms. MacDiarmid, seconded by Mr. Levy, to nominate Mike Fleming as Vice Chair. In a voice vote, the **motion** passed unanimously.

IV. Loop & FNSW Grant Funding Request for 2022-2023

Arianne Glassman shared a PowerPoint presentation outlining a funding request for Los Olas Oceanside Park for Fiscal Year 2023. She noted Huizenga Park downtown was going offline in mid-October, and events in that area were looking for a new home. She reviewed the history of the project briefly and shared plans for the next year, explaining the events which were reimagined based on an evaluation of the past.

Ms. Glassman stated the funding request was \$175,000 per year for two (2) years. She provided a review of the potential \$29 million economic impact, created with information from the Florida Recreation and Parks Association (FRPA). Continuing, she shared a schedule of planned events and a video highlighting Pixar Putt Putt.

Ina Lee shared additional history of the events on the beach and stated her thoughts on how far the activation had come. She noted the elevation of the events and inclusion of everyone in the community and visitors and stated she was blown away by what had been created, saying it was beyond anything she could have imagined. She asked about other events scheduled for the area and the opening of the aquatic center.

Ms. Glassman responded briefly, noting the plan to activate around major events without trying to compete.

Chair MacDiarmid asked for clarification on the amount. Ms. Glassman stated she was looking for a commitment of \$350,000 and discussed what the BBID funding provides. She recognized the budget constraints and asked that the schedule be considered.

Chair MacDiarmid stated the calendar and events looked great.

Mr. Fleming asked what section of the park the Pixar Putt Putt would be set up. Ms. Glassman stated the plan was for the Intercoastal Park due to construction. She noted it would be at the height of Spring Break and would be a no alcohol event.

Mr. Ansari asked how funding the programming helps the BBID properties to fund the project. Ms. Glassman discussed cooperation with the sales and marketing managers at the hotels and working as a partner with the BBID.

Mr. Medeiros inquired as to the commitment from the BBID the previous year. Ms. Glassman explained the budget was \$190,500 for last year. Discussion continued regarding budgeting and event profits.

Mr. Medeiros stated he liked the pumpkin pie competition and suggested other events to get the restaurants out and participating because there is a big following for food.

Sarah Hannah-Spurlock, Nighttime Economy Manager, shared detail of the BBID budget. She stated with the current fund, there was approximately \$175,000 uncommitted plus any fund balance. Discussion ensued regarding the budget.

Motion was made by Mr. Medeiros, seconded by Mr. Levy, to approve funding of \$175,000 for 2023. In a voice vote, the **motion** passed unanimously.

V. Event Funding Process for Fiscal Year 2024 Discussion

Ingrid Kindbom, Nighttime Economy and BBID Program Manager shared a PowerPoint presentation regarding an event funding process to be put in place for Fiscal Year 2024.

Mr. Fleming stated he liked the timeline but recognized a need to reserve funding to keep from losing events that come up outside of the open period. Ms. Spurlock responded briefly, noting options and stating that the objective was to streamline the process to allow

for better advanced planning of committing funds. Chair MacDiarmid stated she liked the streamlining of the process and moving the Board out of the difficult position of not having the dollars to fund projects which are presented after the budget is exhausted.

Discussion continued regarding the proposed process and the logistics of its application.

Motion was made by Mr. Medeiros, seconded by Mr. Levy, to approve the criteria for funding in Fiscal Year 2024. In a voice vote, the **motion** passed unanimously.

VI. Update on the RFP for Marketing, Promotion, Branding, and Website Administrative Services

Ms. Kindbom explained staff had hoped to have more information to present today, but the selection committee would be reconvening on Thursday to narrow down the nine (9) submittals.

Ms. Johnson inquired regarding the makeup of the committee. Ms. Kindbom explained the three (3) people on the committee.

VII. BBID Manager's Report – Summer Campaign

Tasha Cunningham, BBID manager, provided a PowerPoint which included an overview of the first 60 days of the summer campaign. Ms. Cunningham highlighted the success of the billboard placement and the distribution of monthly rack cards. She closed with a review of the return on investment from the campaign and noted that the campaign is on track to deliver seven times (7x) the \$10,000 investment that the BBID committee made in the campaign

VIII. Sarah Says

- **State of the City, September 14, 7 p.m. at the Parker**

Ms. Spurlock invited the board members to the Mayor's State of the City address at 7 p.m. on September 14 at the Parker. She noted a reception was planned for 6 p.m.

Continuing, Ms. Spurlock stated staff would be presenting a proposal regarding expansion of the BBID to the City Commission on September 22 at the Conference Agenda meeting and noted a member of the Board should be present at that meeting. Vice Chair Fleming stated he would attend.

Ms. Spurlock welcomed the new alternate members to the BBID who had been approved by the City Commission at their last meeting. She noted Board appointments were annual and shared the process which would be followed moving forward. Ms. Spurlock recognized Ms. Johnson's birthday.

Ms. Kindbom provided a brief update on the South Beach parking lot. She distributed a handout on the project and reviewed the construction costs, including electricity installation costs which had been added since the project was last presented to the BBID. She stated construction is estimated for May, June, and July of 2023.

Chair MacDiarmid stated the Board had \$750,000 budgeted for the project and asked for clarification on what needed to be approved at this time. Ms. Kindbom reviewed the budget and commitments.

Discussion ensued regarding the project and its potential impact on events.

Motion was made by Mr. Fleming, seconded by Mr. Medeiros, to approve the additional scope of adding electricity for the South Beach parking lot project. In a voice vote, the **motion** passed unanimously.

Ms. Kindbom shared cards for the micro mobility program to display at the hotels and handed out parking passes to the Board members.

IX. Board Member Input

Chair MacDiarmid welcomed new Alternate Board Members.

X. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:53 p.m. The next Regular Meeting of the BBID will be October 10, 2022, at 3:30 p.m.

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

Attachments:

BBID Manager Report PowerPoint
Event Funding Process PowerPoint
Loop and FNSW Grant Funding Request PowerPoint