

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

**Tuesday, October 10, 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	2	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	2	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Samuel Fuerstman, Alternate	A	1	1	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	2	0	0	0
The Westin Ft Lauderdale Beach <u>Vacant</u> Laurie Johnson, Alternate	A	1	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Michael Orlando, Alternate	P	2	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	2	0	0	0
Sonesta Hotel <u>Michael Medeiros</u> (at 3:46 p.m.) Fernando Calvo, Alternate	P	2	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 Opperlee, Prototype, Inc.

Guests

Ina Lee
Lisa Scott-Founds, Winterfest, Inc.
Kathy Keleher, Winterfest, Inc.
Von Freeman, Audacy Beach Festival

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. She explained a change to the agenda to accommodate a presenter's schedule.

Item IV was heard ahead of Item II.

II. Approval of Meeting Minutes

- **Regular Meeting – September 13, 2022**

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

III. Recap of Audacy Beach Festival December 4-5, 2021

Ingrid Kindbom, Nighttime Economy and BBID Program Manager, provided a brief introduction to Von Freeman of Audacy Beach Festival.

Mr. Freeman shared a PowerPoint presentation recapping the 2021 Audacy Beach Festival. He stated over 25,000 visitors had visited the beach on December 2 and 3, 2021, and more than \$20,000 had been donated to charity. He discussed the Audacy radio network and promotion across the country. Continuing, Mr. Freeman reviewed the financial highlights and promotions from the event. He stated there were 30 million media impressions and pointed to use of the BBID logo. He shared the results of a survey of ticket purchasers and a sampling of photos.

Chair MacDiarmid asked whether the event allows people to leave and reenter. Mr. Freeman stated they do not but would be willing to pass the request on.

Mr. Fleming asserted the ability to go in and out would enhance the guest experience. Mr. Freeman responded that it may be better from the guest perspective, but not from the

perspective of the sponsors. Discussion continued.

Mr. Levy asked whether there was a cap to the number of attendees per day. Mr. Freeman explained the estimated attendance numbers were conservative and stated there was a cap of 40,000 per day. He discussed the trajectory of growth and noted the media impressions far exceeded attendance.

Item IV was heard ahead of Item II.

IV. Winterfest Funding Request

Lisa Scott-Founds and Kathy Keleher, Winterfest, Inc. introduced themselves and Ms. Keleher shared a PowerPoint presentation outlining a funding request for Winterfest for Fiscal Year 2023. She reviewed new ideas for the event and discussed promotion and advertising plans, including expansion of the target market. She highlighted plans to partner with I Heart Media as well as television and print media companies and spoke briefly about the social media campaign.

Ina Lee added comments regarding capitalizing on existing relationships to continue to grow the event. She stated it was a great opportunity for the sales teams at the hotels.

Mr. Levy asked how much more the Winterfest event could be expanded. Ms. Keleher responded that 3,000 seats are in the viewing area, but opportunities exist to promote it as a weekend event so restaurants and hotels along the New River are also benefiting, and Birch State Park may open their area in the next few years.

Mr. Medeiros arrived at 3:46 p.m.

Motion was made by Mr. Levy, seconded by Mr. Medeiros, to approve funding of \$25,000 for Winterfest. In a voice vote, the **motion** passed unanimously.

V. BBID Expansion

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison, provided an update on the conversation with the City Commission regarding potential expansion of the BBID boundaries. She stated during the presentation, Mayor Trantalis had suggested checking into inclusion of Pier 66. She explained the next steps were to conduct a study to determine the potential costs and benefits. The BBID can decide whether or not to include Pier 66 after they see the cost estimates.

Chair MacDiarmid inquired as to the timeline. Ms. Spurlock explained the process and stated that the additional revenue would be included in the Fiscal Year 2025 budget.

Mr. Fleming provided additional detail regarding a Commission question from the meeting

about whether opting out would be an option for properties. Staff responded that properties would not be able to opt out.

Ms. Spurlock stated outreach would be conducted with relevant properties as part of the study and in addition to the study.

Discussion continued regarding the potential expansion of the BBID and communicating the benefits of participation.

VI. RFP Update on Marketing, Promotion, Branding, and Website Administration Services

Ms. Kindbom explained Laurie Johnson, who was not present, had joined staff on the committee to review the proposals for marketing, promotion, branding, and website administration services. She stated there were nine (9) submittals and the evaluation committee had conducted a ranking, then narrowed it down to three (3) applicants. She stated Tambourine, Mad 4 Marketing, and The Brand Advocates had made presentations to the committee, and The Brand Advocates had been selected. Ms. Kindbom noted The Brand Advocates, with Tasha Cunningham as the representative, would be under the new contract beginning November 1.

VI. Light Up the Beach Schedule

Ms. Kindbom reviewed the proposed Light Up the Beach Schedule. The event will be held on November 22.

Ms. Spurlock stated the VIP reception may not be held due to scrutiny following the Summer Jams event.

VIII. BBID Manager's Report – Summer Campaign

Ms. Spurlock noted this would be Ms. Cunningham's last update as the BBID Manager, as she was now the consultant for marketing and the website.

Tasha Cunningham, BBID Manager, provided a PowerPoint update of the summer campaign. She reviewed statistics of the campaign briefly, noting the value of each piece of the campaign and the resulting impressions. She showed example images from each month of the campaign. Discussion continued regarding the links and QR codes.

Ms. Spurlock noted if the Board felt it was a good idea to hold another summer campaign in 2023, it would be added to the planning.

Mr. Fleming suggested the new pool at the renovated Aquatic Center would be a big draw

to add.

Ms. Cunningham stated she would present a marketing plan at the November meeting and would include a summer campaign as a component.

IX. Sarah Says

None.

X. Board Member Input

Mr. Fleming stated vegetation near Bokampers is too high and makes it difficult to see oncoming traffic. He asserted the bushes should be removed. Ms. Spurlock stated she would follow up.

Mr. Medeiros stated the owner of Fiorelli's Restaurant, which has not yet opened, had asked him about cutting vines on the beach. Discussion ensued regarding what can and cannot be cut.

Ms. Namour asked if there was any update regarding serving alcohol on the beach. Ms. Spurlock provided a brief update, and discussion continued.

Mr. Fleming asserted the Board needed to start talking about Spring Break. The Board discussed planning and communication efforts.

Ms. Lee suggested events go back to holding public meetings with residents at the Swimming Hall of Fame to share event details and the related traffic plan, as well as to invite input and participation.

X. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:28 p.m. The next Regular Meeting of the BBID will be November 14, 2022, at 3:30 p.m.

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

Attachments:

BBID Manager Report PowerPoint
Winterfest Funding Request PowerPoint
Audacy Beach Festival Event Report PowerPoint