

**APPROVED**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**

**Monday, November 14, 2022, 3:30 P.M.**

**CITY HALL, 8<sup>th</sup> 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	A	2	1	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	A	2	1	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Samuel Fuerstman, Alternate	P	2	1	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	3	0	0	0
The Westin Ft Lauderdale Beach <u>Vacant</u> Laurie Johnson, Alternate	P	2	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Michael Orlando, Alternate	P	3	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	3	0	0	0
Sonesta Hotel <u>Michael Medeiros</u> (at 3:42 p.m.) Fernando Calvo, Alternate	P	3	0	0	0

**Staff**

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison  
Ingrid Kindbom, Nighttime Economy and BBID Program Manager

**Guests**

Tasha Cunningham, The Brand Associates  
Carla Blair, Prototype, Inc.  
Kate Reed, Visit Lauderdale Food & Wine Festival  
Phillip Marro Jr., Visit Lauderdale Food & Wine Festival  
Ina Lee

**I. Call to Order / Roll Call / Quorum**

The meeting was called to order at 3:31 p.m. by Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison. She noted the Chair and Vice Chair were unable to attend and asked that a Chair be named.

Mr. Levy agreed to serve as Chair.

**II. Approval of Meeting Minutes**

- **Regular Meeting – October 10, 2022**

**Motion** made by Ms. Namour, seconded by Mr. Kusich, to approve the minutes of the October 10, 2022, Regular Meeting. In a voice vote, the **motion** passed unanimously.

**III. Visit Lauderdale Food & Wine Festival Funding Request (\$70,000)**

Kate Reed, Visit Lauderdale Food & Wine Festival, provided a PowerPoint presentation regarding the festival and the funding request. She explained Visit Lauderdale had chosen to take on the role of title sponsor and discussed plans to expand the event.

Mr. Kusich asked about visitors from outside Florida at the 2022 event. Phillip Marro Jr., Visit Lauderdale Food & Wine Festival, stated visitors had come from 32 states as well as six (6) countries, including the United Kingdom, Italy, Costa Rica, and Trinidad.

Ms. Hannah-Spurlock asked if the event had been approved by the City Commission. Ms. Reed responded that it had.

Continuing her presentation, Ms. Reed reviewed the deliverables, including tickets for giveaways, exhibit space, banner placements, and use of the BBID logo.

Ina Lee provided background on the relationship between Visit Lauderdale and the South Beach Food and Wine Festival. She stated because of the success of the first event, the partnership was growing and expanding. She asserted the event had been high-class and well done.

Discussion ensued regarding bringing in talent to grow the event on a national stage.

Mr. Medeiros stated he had attended the previous event and found it to be well thought out and planned, representing Fort Lauderdale well. He noted he had attended many food and wine events and they had done an amazing job.

Mr. Levy commented that he liked the name change. He pointed out the funding request was for \$70,000. Ms. Reed explained the funds would be used for additional talent and to grow the social media following and for marketing needs.

Mr. Marro acknowledged that BBID money is to be used for seed money, and noted that while the festival's budget had tripled, the request had been reduced slightly over the previous year.

Ms. Hannah-Spurlock reminded the Board of the budget and previously supported events. She stated the fund balance was just under \$600,000.

Mr. Kusich stated he believed it was great for the destination. He added that the tourism numbers were impressive and stated he liked that it was also growing internationally.

**Motion** was made by Mr. Levy, seconded by Mr. Medeiros, to approve funding of \$70,000 for Visit Lauderdale Food & Wine Festival out of the fund balance. In a voice vote, the **motion** passed unanimously.

#### **IV. Vendor Presentation: Marketing, Promotion, Branding, and Website Administration Plan for FY 2023**

Tasha Cunningham, The Brand Associates, provided a PowerPoint outlining goals for marketing, promotion, branding, and website administration in Fiscal Year 2023. She noted the website had not been ADA compliant, so that transition was made except PDF attachments on the site. Continuing, she discussed the implementation plan of the critical path for the first 90 days of the contract.

Ms. Cunningham asked how the Board would like tickets for music festivals to be given away. Discussion ensued regarding past recipient groups and Ms. Johnson suggested military or wounded warriors. The Committee agreed.

Ingrid Kindbom, Nighttime Economy and BBID Program Manager, provided a PowerPoint presentation updating on progress since the Marketing and Rebranding Workshop the Board held on January 13, 2022. She discussed focus items which were completed, ongoing, and not yet started, and noted a lot of progress had been made.

Ms. Kindbom proposed software to gather data surrounding events and shared visual representation of the software's geofencing capabilities.

Mr. Medeiros asked the price of the software. Ms. Kindbom stated the negotiated price was \$15,000 per year.

Ms. Johnson asked who owned the data and what was done with what was gathered. Ms. Spurlock explained it gathered cell phone pings and users were not identifiable.

Discussion ensued as to the specs of the software and its capabilities, as well as uses for the data in showing economic impact of funding.

Mr. Medeiros stated he would support whatever technology was needed to help the Board make better decisions if funding was available. He asked about the procurement process. Ms. Spurlock explained the City has solicitation requirements. She noted the company claimed to have proprietary elements, which would mean the purchase would not have to go out to bid.

Discussion continued regarding benefits of having additional data to analyze.

**Motion** was made by Mr. Medeiros, seconded by Ms. Namour, to approve the purchase of analytical software at a cost of \$15,000 for the first year from Placer AI from fund balance. In a voice vote, the **motion** passed unanimously.

## **V. Sarah Says**

Ms. Spurlock shared that the beach concession ordinance amendment for hotel food and beverage services was passed by the City Commission and staff was working on developing an application, criteria, and licensing agreement. She noted the one (1) year pilot program was being managed by Parks and Recreation. She discussed issues which staff would be looking at during the pilot.

Continuing, Ms. Spurlock stated the new BBID grant funding application for Fiscal Year 2024 events had been posted and noted clear instructions on the process were included. She reminded the Board of the tree lighting scheduled for the following week and that there would not be a City-hosted VIP reception.

Ms. Spurlock stated there were no items for the December agenda and asked the Board for direction regarding the December 12 meeting. Consensus was that people are busy during December and the meeting could be canceled.

## **VI. Board Member Input**

Discussion ensued regarding potential organizations to partner with for donation of Visit Lauderdale Food & Wine Festival tickets. In addition to military members as previously mentioned for Audacy, a mental health and suicide prevention organization was proposed. The Committee agreed.

## **VII. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 4:34 p.m. The next Regular Meeting of the BBID will be January 9, 2023, at 3:30 p.m.

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

### Attachments:

Visit Lauderdale Food & Wine Festival Funding Request PowerPoint  
Vendor Presentation PowerPoint  
Ingrid's Powerpoint – Location analytics software proposal