

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

**Monday, April 10, 2023, 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
<u>Absent</u>				
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Alex Caceres, Alternate	P	5	1	0 0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	5	1	0 0
Ritz Carlton Hotel <u>Bosther Kusich</u> Samuel Fuerstman, Alternate	P	4	2	0 0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	6	0	0 0
The Westin Ft Lauderdale Beach <u>Vacant</u> Laurie Johnson, Alternate	P	5	1	0 0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Michael Orlando, Alternate	P	6	0	0 0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	6	0	0 0
Sonesta Hotel <u>Michael Medeiros</u> Fernando Calvo, Alternate	P	6	0	0 0

Staff

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

Guests

Jamie Opperlee, Prototype, Inc.

Kevin Clevenger, Director of Development, FlockFest Events, Inc.

Steven Crawford, Founder/President, FlockFest Events, 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 a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – February 13, 2023**

Motion made by Mr. Levy, seconded by Ms. Namour, to approve the minutes of the February 13, 2023, Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Event Funding Request – FlockFest (\$15,000 – fund balance)

Keven Clevenger, Director of Development, and Steven Crawford, Founder/President, FlockFest, provided a PowerPoint presentation regarding FlockFest. Mr. Clevenger stated the event is growing every year on the beach, and shared other parties put on as part of the program. He discussed media partners and demographics, then reviewed the event sponsorship package and outlined the event funding request.

Chair MacDiarmid asked whether ticketholders were able to come and go. Mr. Clevenger stated they are. Discussion continued regarding the area of the event, hotel advertising to ticketholders, the number of people brought in, marketing partners, growth over time, economic impact, and transportation.

Sarah Hannah-Spurlock, BBID Liaison, distributed a budget sheet and explained the unencumbered funds available for next year. She noted audited numbers were not yet available.

Mr. Fleming shared his experience attending the event. He noted the event brings people from out of town and stated it is held at a good time of year.

Mr. Levy added that the event gets national exposure. Discussion continued.

Chair MacDiarmid reviewed the information in the proposal regarding how the funds would be utilized.

Ms. Namour asked for clarification on where the event would be set up. Mr. Clevenger explained the location was just south of the Bahia Mar Bridge near the restrooms on the sand.

Motion was made by Mr. Fleming, seconded by Mr. Levy, to approve funding of \$15,000 for FlockFest out of the fund balance. In a voice vote, the **motion** passed unanimously.

IV. Transfer \$22,500 from Fund Balance for Expansion Study (\$15,000) and Utility Box Wrap Installation (\$7,500)

Ms. Hannah-Spurlock explained outstanding expenses which required a transfer from fund balance. She stated the BBID Expansion Study had been funded, but the appraisal which will need to be conducted following the study will cost approximately \$15,000. Continuing, she noted the BBID had previously purchased 16 utility box wraps but had not installed them yet. She stated the cost of installation was \$7,500.

Mr. Fleming asked for clarification on the bid process for the expansion study. Ms. Hannah-Spurlock explained the project had received two (2) bids and briefly outlined the qualifications of the winning bidder. Discussion continued regarding expansion.

Motion was made by Mr. Fleming, seconded by Ms. Namour, to approve a transfer of \$22,500 from fund balance and to move forward with the expansion study and utility box wrap installation. In a voice vote, the **motion** passed unanimously.

V. Joint Workshop with City Commission

Ms. Hannah-Spurlock stated staff had brought forward the idea of a joint workshop with the City Commission and they were amenable. She noted Commissioner Glassman had helped to champion the idea. She explained dates were not set yet, but staff was looking at the second week in June and would update as soon as possible.

VI. Review and Evaluation of FY2024 Grant Funding Applications

Ingrid Kindbom, Program Manager, explained seven (7) events had applied for FY2024 grant funding, totaling \$588,500. She noted this was in addition to previously contract events, including the Tortuga and Audacy festivals, totaling \$450,000. She stated there was not enough money available to fund all requests.

The Board discussed each application individually, reviewing the locations of the events and impact on the BBID area businesses, event budgets, amount of funding request, planned dates, conflicting events, and ranking of the events based on criteria.

Ms. Kindbom confirmed the discussion matched with the ranking Board members had completed ahead of the meeting. Discussion ensued briefly regarding data being gathered on event attendance and how it could be used as part of the decision making process in the future.

Mr. Levy noted some of the applications were events that just did not make sense for the BBID to support.

Ms. Johnson suggested the Short Beach Shakes program could be blended into the LOOP activation.

Consensus was to decline the following applicants:

- Miss Earth USA Pageant
- OUTshine Film Festival
- Short Beach Shakes.

Consensus was to proceed with the following applicants:

- Lauderdale Air Show
- LOOP Activation
- Visit Lauderdale Food and Wine Festival
- Winterfest

The Board did not feel the need to invite any of the applicants for presentations at the next board meeting.

Ms. Kindbom asked for input on the revised grant application process so far.

Chair MacDiarmid stated she liked being able to review the applications on their own time. Consensus was that the process was simplified.

VII. Sarah Says

Ms. Spurlock shared an update on streetscape improvements planned for A1A. She noted work would start on April 24, and that there would be disruptions over the summer, with work scheduled for completion in December 2023.

Ms. Spurlock stated an informational meeting would be held on April 19, from 5 to 6 p.m., via Zoom, and details would be forwarded to Board members to share. She explained the work would be from Fort Lauderdale parking lot to Sunrise Boulevard, and would include installation of LED pedestrian lighting, relocation of palms to the curb on both sides to extend the sidewalk area, upgraded hardscape, installation of site-furnishing elements, and a signature hardscape pattern at the intersection at A1A and Las Olas.

VIII. Board Member Input

None.

IX. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:18 p.m. The next Regular Meeting of the BBID will be May 8, 2023, at 3:30 p.m.

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

Attachments:

FlockFest Funding Request PowerPoint