

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday, August 14, 2023, 3:30 P.M.

Beach Community Center

3351 NE 33rd Avenue

Fort Lauderdale, FL 33308

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	A	8	2	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	9	1	0	0
Ritz Carlton Hotel <u>Vacant</u> Samuel Fuerstman, Alternate	A	6	4	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	9	1	0	0
The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> Michael Berry, Alternate	P	9	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Alternate Vacant	A	8	2	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	10	0	0	0
Sonesta Hotel <u>Vacant</u> Fernando Calvo, Alternate	P	10	0	0	0

Staff

Ingrid Kindbom, BBID Program Manager
Chris Cooper, Director, Development Services Department
Alfred Battle, Deputy Director, Development Services Department

Guests

Jamie Opperlee, Prototype, Inc.
James Carras, Carras Community Investment
Tasha Cunningham, The Brand Advocates
Scott Tubbs, The Brand Advocates
Ramola Motwani
Ina Lee
Norby Belz, NOBE Business Association
Stephanie Toothaker, Toothaker.org
Estefania Mayorga, Toothaker.org
Dan Lindblade, Greater Fort Lauderdale Chamber of Commerce
Jeff Peterson, Sonesta

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:31 p.m. by Vice Chair Fleming. It was noted a quorum was present.

II. Approval of Meeting Minutes

• **Regular Meeting – July 10, 2023**

Motion made by Ms. Johnson, seconded by Mr. Levy, to approve the minutes of the July 10, 2023, Regular Meeting as presented. In a voice vote, the **motion** passed unanimously.

III. Hearing and Accepting Feasibility Study for BBID Expansion – James Carras, Carras Community Investment, Inc.

Ingrid Kindbom, BBID Program Manager, introduced James Carras, Carras Community Investment, the consultant hired to explore expansion of the BBID, to present his findings.

Mr. Carras gave a PowerPoint presentation of the feasibility study related to the potential for expansion of the BBID. He reviewed the concept of a business improvement district, the Fort Lauderdale Beach BID, improvements made and value added by the BBID, the BBID Advisory Board, issues and opportunities identified, maps of the existing and proposed district boundaries, feedback from key stakeholders in the expansion area, financial analysis, potential post-expansion changes to the composition of the Board, and benefits to properties outside the BBID area.

Mr. Carras explained his recommendation to the City Commission would be to expand the BBID in a tiered contribution system, and he reviewed potential tiers and analysis of the scenarios. He stated he would be making the same presentation to the Beach Council at the end of the week, and then meeting with Commissioner Steven Glassman to discuss the report before releasing it to the public.

Mr. Levy asserted it was important to get the message out that if the BBID had an injection of \$600,000 in its budget (through the proposed expansion), they would be using it for things like security and beach beautification, not to give more to Tortuga. He stated the Board had discussed over its last several meetings its desire to fund projects as the BBID was meant to do.

Mr. Carras noted if anyone had further thoughts or comments, he was available via email.

Ina Lee stated she had been part of the foundation of the original BBID. She explained the BBID was created because the Community Redevelopment Agency (CRA) was restricted to infrastructure projects within its boundaries, and the BBID was able to cover the entire beach and spend money on maintenance, cleanliness, marketing, and other things. She noted the BBID initially spent a lot of money to clean up the beach, but the owners pushed back that that was the City's job and they wanted initiatives to bring more business to the beach. Continuing, Ms. Lee asserted the events on the beach contribute to the area's identity. She stated there was a misconception that some properties do not benefit from the BBID when in fact they do. She commented on marketing and the need for competitive branding and discussed event funding briefly.

Ramola Motwani shared additional history on the origins of the BBID initiative. She noted the beach was not what it is today, and funding was needed for improvements. She asserted everyone needs to come together for the betterment of the beach, as the needs are different, but they continue.

IV. Marketing and New Website Launch Presentation – Tasha Cunningham, Managing Partner, The Brand Advocates

Tasha Cunningham, Managing Partner, The Brand Advocates, gave a PowerPoint presentation of the quarterly marketing update. She reviewed social media growth and discussed updates to the website. She highlighted the intent to bring attention to the calls to action and making ADA improvements.

Ms. Cunningham and Scott Tubbs, Website Administrator, The Brand Advocates, provided a brief website demonstration. She asked that Board members provide any feedback for a September 1 launch.

Ms. Cunningham reviewed a media kit prepared for media relations, and noted the BBID would be taking over Spa Month in September. She shared that a marketing calendar had been created to manage outreach related to BBID events. She highlighted national

awards which had been received for beach marketing.

Ms. Kindbom explained Ms. Cunningham was on a monthly contract for her services, but any expenditures are additional and need to be approved by the Board.

Ms. Cunningham provided a brief overview of ongoing expenses. Discussion ensued as to the total amount needed and how to best address the expenditure.

Motion made by Mr. Levy, seconded by Mr. Calvo, to approve \$3,500 for expenditures related to marketing and the BBID website. In a voice vote, the **motion** passed unanimously.

Ina Lee commented that the BBID needed to work to piggyback off what Visit Lauderdale is doing. She stated the Dine Out Month promotion is going on in August, and it would have been a great opportunity to focus on all of the beach businesses as part of Dine Out. Ms. Cunningham stated they had been promoting Dine Out extensively on social media.

Ms. Lee asserted she is on social media constantly and is not seeing posts. She stated someone from Ms. Cunningham's team needs to attend the marketing presentation on Wednesday at the Convention Center. She noted that the more the BBID can piggyback on what Visit Lauderdale is doing, the better. Ms. Cunningham discussed the relationship between her firm and Aqua, the agency of record for Visit Lauderdale.

Mr. Levy stated the website looks great.

Vice Chair Fleming asked that the next presentation include more information on clicks and similar data.

Ms. Cunningham explained that MyFortLauderdaleBeach.com would remain up for 90 days after the launch of the new site to allow DiscoverFTLBeach.com time to index on search engines.

V. Confirmation of 2023-2024 BBID Advisory Community Appointments

Ms. Kindbom shared the list of properties which would be submitted to the City Commission for confirmation on September 5. She noted the top 10 was the same as last year and she had confirmed that the existing Board members were willing to continue.

Mr. Levy stated he had expressed an interest in switching to representation of his hotel rather than the Chamber of Commerce. Discussion ensued briefly.

Ms. Kindbom noted representatives for the Sonesta, B-Ocean, and Ritz need to be appointed. She explained the process briefly.

VIII. Board Member Input

None.

IX. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:55 p.m. The next Regular Meeting of the BBID will be September 11, 2023, at 3:30 p.m.

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

Attachments:

BBID Expansion PowerPoint

Marketing and New Website Launch PowerPoint