

DRAFT

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday, September 11, 2023, 3:30 P.M.

Fire Station 2

528 NW 2nd Street

Fort Lauderdale, FL 33311

MEMBERS	September 2023 – August 2024				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	
<u>Absent</u>					
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Alex Caceres, 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>Vacant</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>Laurie Johnson</u> Michael Berry, Alternate	A	0	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Alternate Vacant	P	1	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	1	0	0	0
Sonesta Hotel <u>Vacant</u> Fernando Calvo, Alternate (<i>at 3:34 p.m.</i>)	P	1	0	0	0

Staff

Ingrid Kindbom, BBID Program Manager

Daphnee Sainvil, Public Affairs Manager

Joshua Carden, Cultural Affairs Officer

Guests

Tasha Cunningham, The Brand Advocates
Courtney Cunningham, The Brand Advocates
Ina Lee

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 – August 14, 2023**

Motion made by Mr. Levy, seconded by Ms. Namour, to approve the minutes of the August 14, 2023, Regular Meeting as presented. In a voice vote, the **motion** passed unanimously.

Ingrid Kindbom, BBID Program Manager, advised that this was the first meeting of the new term of Board members, and an election for Chair and Vice Chair would be appropriate at this time.

Motion made by Mr. Levy, seconded by Ms. Namour, 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 Michael Fleming as Vice Chair. In a voice vote, the **motion** passed unanimously.

III. New Date for the Expansion Feasibility Study Presentation to City Commission at the Conference Meeting on October 3, 2023, 1:30 p.m.

Ms. Kindbom shared a brief update regarding the presentation to the City Commission of the Expansion Feasibility Study. She noted James Carras, Carras Community Investment, the consultant hired to explore expansion of the BBID, was originally going to present his findings at the joint workshop with the Board, but that had been changed to allow the Commission to hear from the Board first. She advised that the presentation to the Commission would be on October 3, 2023, during the conference meeting.

Chair MacDiarmid asked if Board members could attend the conference meeting. Ms. Kindbom confirmed it would be a public meeting and would be open to input from the public, but no votes would take place.

Fernando Calvo joined the meeting at 3:34 p.m.

Chair MacDiarmid stated that some of the properties surveyed are not interested in taking part in the BBID, and had organized a group and hired an attorney, Stephanie

Toothaker. She asserted that it was too early for discussion to be going on when the Board had not even seen the results of the survey. She noted that at the end of the day it would be up to the City Commission to decide, not the BBID Board.

Mr. Levy pointed out the expansion feasibility study was public knowledge and had been brought up at a meeting of the Chamber of Commerce. Ms. Kindbom advised that Mr. Carras had also conducted outreach to the properties, and the next steps would be for everyone to have input at the public meeting.

IV. Preparation for Joint Workshop with the City Commission on September 19, 2023, at 11:30 a.m.

Ms. Kindbom explained the BBID Board would hold a joint workshop with the City Commission the following week, on September 19 at 11:30 a.m. at the Parker Playhouse. She outlined the process briefly. She shared a potential starting point for a presentation or structure for the meeting, beginning with the purpose and history of the BBID.

Ina Lee stated in the face of pushback from residents about events on the Beach, the Board needed to make clear to the Commission that the events they fund are the events that drive tourism. She asserted they should talk about the business they get from funding those events.

Ms. Kindbom continued her review of the draft presentation, reviewing the boundaries, properties included, Board membership, and fiscal impact. Discussion ensued briefly regarding quantifying the economic impact of BBID funding.

Consensus was to look back at follow-up presentations from the top five (5) events to share some of their reported outcomes.

Mr. Fleming noted there should also be a way to highlight the social media impact, as well. Tasha Cunningham, Managing Partner, The Brand Advocates, stated she could pull a report.

Discussion continued regarding how to show return on investment and economic impact of the BBID in the presentation.

Chair MacDiarmid suggested the presentation should include discussion of the grant process that Sarah Hannah-Spurlock and Ms. Kindbom had put together. Ms. Kindbom noted the process was included in the attachments to the agenda.

Ms. Cunningham noted she had slides to include in the presentation regarding the website and marketing.

Discussion continued regarding the procedure for the meeting and who would be on stage with the Board. Daphnee Sainvil, Public Affairs Manager, provided additional

detail and noted that a headcount was needed. Consensus was that the full Board would be in attendance.

Ms. Kindbom introduced Ms. Sainvil, explaining the BBID would be under her department in the new fiscal year.

Ms. Sainvil explained the Nighttime Economy Department had been integrated into Business Development, and briefly reviewed the programs under the department.

Chair MacDiarmid stated she would like to have a call ahead of the meeting to review the revised agenda and make notes.

Mr. Fleming suggested additional detail on the full breadth of what the LOOP activation entails, noting keeping the LOOP activated is an important part of what the BBID does.

V. Progress Report from Marketing and Website Administrator

Ms. Cunningham provided a brief progress report on the activities in the six (6) months since transitioning to a Marketing and Website Administrator contract. She began with a review of Instagram accounts, including progress and goals, and paid social media campaigns.

Mr. Calvo asked about the process for including digital content from the hotels. Ms. Cunningham explained she was working with the marketing managers to organize content exchanges and would connect with Mr. Calvo on the appropriate contacts for the Sonesta Hotel.

Ms. Cunningham continued her presentation with a review of social media building strategy and posts on individual platforms.

Chair MacDiarmid asserted that she believed it would be great for Ms. Cunningham to attend the joint workshop and share this information with the Commission.

Ms. Cunningham updated the Board on the new BBID website, changes made, and details on improvements to the site's statistics. She reviewed public relations efforts and opportunities identified briefly. Continuing, she discussed an idea to create earned media campaigns to accompany BBID events by creating and donating promotional packages.

Ms. Namour asked for a copy of the presentation to use for budget planning purposes.

Ms. Cunningham shared ideas for a partner program for the Board to consider and highlighted national awards which had been received for BBID marketing.

Mr. Ansari encouraged Ms. Cunningham to have the awards added to the website.

VI. R&R Studios #FTL Public Art Placement Proposal

Joshua Carden, Cultural Affairs Officer, City of Fort Lauderdale, presented a proposal to bring a public art piece funded by a private philanthropist to Fort Lauderdale Beach with the support of the BBID. He stated the #FTL piece was approximately 12-feet high and 18-feet long and was envisioned for the intersection of A1A and Las Olas Boulevard. He noted another park had been the original site, but relocation was recommended due to infrastructure issues.

Chair MacDiarmid asked whether the piece would go up for a specific period of time. Mr. Carden advised that it would be a permanent exhibit.

Mr. Fleming asked what would happen when the snowman was installed. Mr. Carden explained the artist could be asked to write a statement authorizing the snowman being placed next to their piece. Discussion ensued regarding the materials utilized, powder coating, and colors.

Mr. Carden explained the piece had been approved by the Commission, along with the expenditure for the groundwork. He noted the part that had not been made public was the relocation from the original area planned.

Chair MacDiarmid asked what other art the artist does. Mr. Carden shared that most of their work is placemaking activations like this piece. He discussed other pieces briefly.

Mr. Carden noted that State and local permits will be required, as well as approval by the Florida Department of Environmental Protection. He stated it would not be illuminated due to the sea turtles. He explained next steps if the Board liked it and would like to have it at Fort Lauderdale Beach, including site-specific fabrication and permitting.

Motion made by Mr. Levy, seconded by Ms. Namour, to approve of the placement of the #FTL public art piece as proposed. In a voice vote, the **motion** passed unanimously.

VII. Board Member Input

None.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:37 p.m. The next Regular Meeting of the BBID will be October 9, 2023, at 3:30 p.m.

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

Attachments:

Joint Workshop Proposed Agenda

Marketing and New Website Launch PowerPoint

#FTL Public Art Placement Proposal