

DRAFT

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday, October 9, 2023, 3:30 P.M.

Fort Lauderdale Executive Airport

Red Tails Conference Room

6000 NW 21st Avenue

Fort Lauderdale, FL 33309

MEMBERS	September 2023 – August 2024				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Alex Caceres, 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>Vacant</u> Samuel Fuerstman, Alternate (<i>at 3:50 p.m.</i>)	P	2	0	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	2	0	0	0
The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> Michael Berry, Alternate	A	0	2	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Alternate Vacant	P	2	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	2	0	0	0
Sonesta Hotel <u>Vacant</u> Fernando Calvo, Alternate	A	1	1	0	0

Staff

Ingrid Kindbom, BBID Program Manager

Daphnee Sainvil, Public Affairs Manager

Guests

Tasha Cunningham, The Brand Advocates
Ina Lee

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:35 p.m. by Chair MacDiarmid. It was noted a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – September 11, 2023**

Motion made by Mr. Ansari, seconded by Mr. Munroe, to approve the minutes of the September 11, 2023, Regular Meeting as presented. In a voice vote, the **motion** passed unanimously.

III. Broward County Transit Presentation

Sophia Thordin, Senior Planner, Benesch, provided a *PowerPoint* presentation updating on the transit development plan for Broward County. She outlined the process for public outreach and feedback received briefly, and shared dates for upcoming public meetings.

Chair MacDiarmid asked for more information on the passenger survey. She noted approximately 60 percent of her housekeepers use public transit and have expressed that they have to take three (3) busses to get to work. Discussion ensued regarding needs for extended hours and weekends.

Samuel Fuerstman joined the meeting at 3:50 p.m.

Mr. Ansari shared that his hotel has partnered with an organization to bring in interns but had learned transportation to the beach was an issue.

Chair MacDiarmid highlighted J-1 Visa holders as another group dependent on transit. Mr. Munroe added that a lot of J-1 Visa holders use bicycles to get to work at his hotel because there is only one (1) route at the southern end of the beach.

Chair MacDiarmid noted unsafe and unclean bus shelters also present issues, often resulting in workers spending three (3) hours on their commute also having to wait outside the shelter for the bus. Discussion continued regarding the survey results and how the data would be incorporated into the plan.

IV. Recap of Joint Workshop with the City Commission and Presentation of Expansion Study Next Steps

Ingrid Kindbom, BBID Program Manager, opened a discussion regarding the Joint Workshop with the Commission and the presentation of the Expansion Study.

Chair MacDiarmid shared that she believed the presentation at the Joint Workshop had gone well, and the Commission had heard the message. She noted Vice Chair Michael Fleming had spoken on behalf of the Board at the meeting regarding the Expansion Study, and there are several hotels that do not want to be part of the BBID, so they hired legal counsel to represent them.

Daphnee Sainvil, Public Affairs Manager confirmed that D'Wayne Spence, Deputy City Attorney, had indicated in an opinion that participation by those within the boundaries of the BBID is compulsory.

Chair MacDiarmid agreed. She advised that even the members of the Board had previously believed participation would not be mandatory.

Ms. Sainvil stated a resolution had been sent with the official opinion, which stated those currently within the boundary who are not paying into the BBID will need to start. She advised there is not currently an appetite for expansion on the Commission.

Mr. Fleming highlighted the discussion at the meeting regarding going back to the constituents to discuss the benefits of BBID participation and gain support for expansion. Ms. Sainvil stated she could follow up but did not believe that was the plan at this time.

Chair MacDiarmid stated she appreciated that Mayor Trantalis had confirmed that those who believed they were not benefiting from the BBID were benefiting. Discussion continued.

Mr. Fleming noted there were some benefits to the BBID properties which were direct, such as the improved website, which could be used in an educational campaign.

Ms. Kindbom shared that when The Brand Advocates started sending out weekly newsletters, businesses had reached out wanting to pay to be included. Tasha Cunningham added additional detail.

Chair MacDiarmid pointed out that previously businesses from outside the BBID had been included, but this Board had made the decision to change who was included.

Mr. Fleming suggested responding to those requests with information on how to contact their Commission to make an appeal for inclusion. Discussion continued.

Ms. Sainvil stated the ordinance was narrowly tailored to be specific to commercial properties in the geographic boundaries. She advised there was also the option for the Commission to change the ordinance to allow businesses outside the boundaries to join the BBID.

Mr. Levy stated some businesses just want to advertise on the website and do not necessarily want to be part of the BBID.

Mr. Munroe observed that when the BBID was first established, membership for the hotels inside the boundaries was not optional. He stated now because hotels in the area identified for expansion do not want to participate, expansion is no longer being looked at, but he wonders what that will mean for hotels inside the current boundaries.

Ms. Kindbom explained the original boundaries were based on the support of the businesses inside the area. Discussion continued.

Mr. Fleming stated Mayor Trantalis had asserted the hotels outside of the BBID were also benefiting and suggested a phased membership structure for hotels.

Mr. Munroe asked whether it could be researched further down the road that any entity receiving BBID dollars cannot publicize hotels outside the BBID for their event.

Chair MacDiarmid stated this idea had been discussed previously.

Ms. Cunningham shared that the organizers of the Riptide Music Festival are creating a page on their website that only has BBID hotels on it. Discussion continued regarding how different events have handled the issue.

Chair MacDiarmid asked what the next steps are for the expansion. Ms. Sainvil stated the opposition from the expansion area had ended the conversations for now.

Mr. Fleming stated the original paintings for the utility box wraps were still sitting in an office, and noted as they are interior oil paintings and there are not a lot of appropriate locations in the BBID, he would suggest finding an organization to donate them to.

Ms. Kindbom explained the paintings were hanging in her office but are now in storage. She noted they are quite large.

Chair MacDiarmid suggested a traveling exhibition amongst the BBID hotels. Discussion continued and consensus was to have Ms. Cunningham's team create a schedule for display of the paintings and signage to accompany them.

V. Board Member Input

Ms. Kindbom shared that this would be her last meeting as liaison to the BBID. She asked whether the Board wanted to keep the grants application process the same as it was in 2023 moving forward. She noted the application was open from November to February. Consensus was that the process had worked well and should continue.

Ms. Kindbom stated the lights are going up on November 4 for Diwali, and the snowman would be installed before Thanksgiving. She reminded the Board this was the last year

for the snowman, arches, and light up the beach contracts. Discussion ensued briefly regarding potential conflict between the FTL art piece and the snowman display.

Ms. Kindbom explained that if the Board wanted to continue to fund the snowman, they likely need to put the project out for bid soon. She stated there is a contract for \$79,000 for the snowman and arches, and a separate contract for the lighting, which is \$26,000, but both of those prices were five (5) years old.

Chair MacDiarmid asked that the item be placed on the November agenda. Mr. Fleming suggest a Request for Proposals (RFP) be done prior to the discussion so the Board would have updated prices and terms to review.

Chair MacDiarmid asked for an update on the streetscape project. Ms. Kindbom noted there is an update on the website every Friday.

Ina Lee shared that there was a County Commission on October 10 to discuss the Tourist Development Tax (TDT). She provided a brief background on the motion to place an alteration of the State Statute to allow the TDT to be used for affordable housing. She stated she opposes the move and asked the Board members to oppose it as well.

Ms. Sainvil noted the City has included opposition to the move on its legislative program.

Mr. Fuerstman announced that the Ritz Carlton Hotel has a new General Manager, Jose Torres. Ms. Kindbom explained the process for appointment by both the property and the City Commission to serve on the Board.

VI. Adjournment

Ms. Kindbom was recognized with cake and refreshments in honor of her last meeting with the BBID.

Upon motion duly made and seconded, the meeting adjourned at 4:25 p.m. The next Regular Meeting of the BBID will be November 13, 2023, at 3:30 p.m.

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

Attachments:
Broward County Transit Presentation