

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
Monday, June 10, 2024, 3:30 P.M.
Beach Community Center
3351 NE 33rd Avenue
Fort Lauderdale, FL 33308

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	10	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	10	0	0	0
Ritz Carlton Hotel <u>Vacant</u> Samuel Fuerstman, Alternate	A	6	4	0	0
Greater FTL Chamber of Commerce <u>Ina Lee</u>	P	3	1	0	0
The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> Michael Berry, Alternate	P	7	3	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Alternate Vacant	A	3	7	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	10	0	0	0
Sonesta Hotel <u>Ryan Frederick</u> Jeff Peterson, Alternate	P	8	2	0	0

Staff

Judy Erickson, BBID Program Manager
 Von Howard, Administrative Supervisor, Public Affairs, Board Liaison
 Daphnee Sainvil, Government and External Affairs Manager

Nikki Austin-Shipp, Administrative Aide, Public Affairs
Jamie Opperlee, Prototype, Inc.

Guests

Tasha Cunningham, The Brand Advocates (Via Zoom)
Ramola Motwani

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 – May 13, 2024**

Motion made by Ms. Namour, seconded by Ms. Johnson, to approve the minutes of the May 13, 2024, Regular Meeting as presented. In a voice vote, the **motion** passed unanimously.

III. Marketing/Advertising Summer Plan

Tasha Cunningham, The Brand Advocates, shared that the summer campaign with Visit Lauderdale was underway following a delay with the billboard vendor which had been remedied. She stated there had been a request for merchandise with the BBID logo such as shirts, beachballs, and hats, and suggested an e-commerce store on the website. She advised fulfillment could be completed through a third-party vendor should a store be the direction of the Board. Continuing, Ms. Cunningham noted there had been discussion with Visit Lauderdale regarding tabling at events to promote the BBID. She stated there are a number of opportunities, and her team has capacity to fulfill the request, but there would be a need to acquire promotional items and supplies for the table. She suggested promotion of a staycation at events in Broward County.

Ms. Lee shared an email from Arianne Glassman, RAV Communications, advising an e-commerce store had been discussed previously but there were issues with ownership of the store and sales tax, as well as concerns with print-on-demand quality.

Chair MacDiarmid asked that staff clarify the process for public comment via email. Von Howard, Administrative Supervisor, stated communication should come through staff.

Chair MacDiarmid inquired as to how many people are asking for BBID merchandise. Ms. Cunningham stated there had been 10 inquiries since the beginning of the year.

Ms. Johnson stated the Board needed to know how viable the idea was before moving forward. Consensus was to have Ms. Cunningham investigate the logistics of an e-commerce store and bring the information back to the Board for a vote.

Chair MacDiarmid commented that in reference to attendance at events, the Board should look at where to participate. She noted the hotels all take part in tabling as part of their industry, and there is return on investment (ROI) to consider. She stated the Board could review a list of potential events at the next meeting.

Ms. Johnson pointed out the ROI at events can sometimes be tricky. Ms. Namour agreed, advising that recent shows are more attended by other vendors.

Ms. Lee stated artwork had been reviewed at the last meeting for the summer campaign, but she had not seen an update. Ms. Cunningham advised that she had sent an email to the Board and received some input back.

Ms. Namour asked for clarification on the email. Discussion ensued, and Mr. Howard stated he would resend the email.

Mr. Fredricks asked what the final determination on the campaign had been. Ms. Cunningham shared that they had implemented the feedback received and developed a hybrid of the two (2) ideas presented at the May meeting, “your summer story” and “sun, sand, and so much more.” She noted the billboards were already up.

Ms. Lee asked if there had been progress on a list of hashtags the hotel media people could cut and paste. Ms. Cunningham shared that there was a media kit for the summer campaign which included the hashtags and all the creative elements which she would send to the Board through staff.

Mr. Howard clarified that the intent was to table the e-commerce store and tabling to a future meeting agenda. Chair MacDiarmid confirmed.

Mr. Howard shared that he had received a plaque from Winterfest to present to the BBID in recognition of their sponsorship of the event. He noted there was a conflict with the meeting room in July due to summer camp.

Ms. Lee suggested they could meet at the Swimming Hall of Fame. Mr. Howard stated he would reach out to the Parks and Recreation Department to investigate whether they had space and report back.

Mr. Howard introduced Judy Erickson, the new BBID Program Manager. He stated he would provide her contact information via email, but his team would still be involved. Ms. Erickson advised that a transition plan was in development. She encouraged the Board to feel free to reach out to her with anything.

Oceans of Soul Jazz

Daphnee Sainvil, Government and External Affairs Manager, joined the meeting and shared that the organizers of Oceans of Soul were interested in coming back to request a grant in a smaller amount following the Board decision not to fund the event.

Ms. Johnson asked if there was any new information or data provided. Ms. Sainvil stated the organizer advised that he had signed an NDA and could not provide previous financials from the prior event he had organized.

Ms. Lee asked if the City had approved the event. Ms. Sainvil stated the special events permit had been approved by the City. She noted she had clarified that approval did not equate to funding from the BBID.

Ms. Namour commented that the event had been moved to December. She stated the presentation had not been specific in reference to the talent, and the Board's experience was that the talent mattered.

Ms. Lee stated she was concerned about the image and the type of crowd the event would draw, which would depend on the talent. She asked if Visit Lauderdale had provided funding. Ms. Sainvil stated the organizer said he was working with Visit Lauderdale but had not clarified whether funding was received.

Mr. Frederick expressed concern with not knowing the financials, including what portion of the budget the revised \$180,000 request would represent.

Chair MacDiarmid stated she was not concerned about the crowd because anything on the beach brings what it brings and jazz music is possible, but she did have concerns with the budget.

Motion made by Ms. Johnson, seconded by Mr. Frederick, to decline the request of Oceans of Jazz to return to the BBID with a revised request. In a voice vote, the **motion** passed unanimously.

Ms. Sainvil stated an issue which had come to the attention of staff was a request for New Year's Eve fireworks at the Conrad Hotel. Discussion ensued as to whether the Conrad was a BBID hotel. Ms. Sainvil advised they are a top 10 assessed property but are not represented on the Board.

Ramola Motwani asserted the Conrad Hotel is a big contributor to the BBID, and the funds were intended to be private funds to improve business on the beach. She stated the funding should be spent only from the Sonesta to the W to elevate standards. She shared her concerns that it is very quiet on the beach. She referenced a conversation before the meeting regarding Las Vegas and suggested not focusing on weekend events, but on amenities to encourage people to stay longer.

V. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:15 p.m. The next Regular Meeting of the BBID will be July 8, 2024, at 3:30 p.m. Location details to follow.

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