

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
Monday, July 8, 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	11	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	11	0	0	0
Ritz Carlton Hotel <u>Vacant</u> Samuel Fuerstman, Alternate	P	6	5	0	0
Greater FTL Chamber of Commerce <u>Ina Lee</u>	P	4	1	0	0
The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> (at 3:34 p.m.) Michael Berry, Alternate	P	8	3	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Alternate Vacant	A	3	8	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	A	10	1	0	0
Sonesta Hotel <u>Ryan Frederick</u> Jeff Peterson, Alternate	P	9	2	0	0

Staff

Judy Erickson, BBID Program Manager
 Von Howard, Administrative Supervisor, Public Affairs
 Jamie Opperlee, Prototype, Inc.

Guests

Nicole Meloff, Florida Panthers

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 – June 10, 2024**

Motion made by Ms. Lee, seconded by Mr. Peterson, to approve the minutes of the June 10, 2024, Regular Meeting as presented. In a voice vote, the **motion** passed unanimously.

III. The Brand Advocates

- **E-Commerce Store Update**
- **Listing of Areas for Future Tabling Opportunities**

Ms. Erickson advised that Tasha Cunningham, The Brand Advocates, was unable to attend the meeting but had provided handouts to follow up on previous discussions. She noted she would forward it via email, as there were links included.

Chair MacDiarmid reviewed the handout briefly. Ms. Erickson stated Ms. Cunningham had presented her with a business case for creation of an e-commerce store and would be gathering more details before presenting at the September BBID meeting. She noted she would also be sending the proposal to the City Attorney's office for review.

Ms. Johnson arrived at 3:34 p.m.

Chair MacDiarmid advised the topic of an e-commerce store had been brought forward by Ms. Cunningham in response to a few requests and was not a priority. Ms. Lee added that Visit Lauderdale had tried it and the effort had failed.

Mr. Howard provided a brief budget update. He noted there were allocations for Fiscal Year 2024 which staff have not received invoices for, and stated unencumbered funds totaled \$85,993. Ms. Lee asked if there were rollover funds remaining. Ms. Erickson stated she would follow up on rollover funds. Discussion continued.

Ms. Howard stated there was \$3,287.00 remaining of the LOOP allocation. Chair MacDiarmid commented that the Board had approved a specific amount and should not pay beyond that approval.

IV. Grant Applications

- **Florida Panthers Stanley Cup Championship Celebration**

Chair MacDiarmid shared that a representative from the Florida Panthers had reached out to her advising they were looking for funds for the Stanley Cup championship celebration, and she had encouraged them to put in an application and come before the Board for review of the request. She noted the timing was last minute because they did not know the team would win.

Ms. Lee shared her experience in the parade and stated she had not seen crowds like that for any other event, and she was astounded by the amount of business restaurants and hotels were seeing, as well as the media exposure.

Chair MacDiarmid pointed out the request was for \$100,000, but there was only \$85,000 remaining balance and question as to the disposition of rollover funds.

Nicole Meloff, Senior Vice President of Business Operations and Projects, Florida Panthers, discussed planning that had gone into preparations for the win. She commented on the selection of A1A as an iconic representation of Fort Lauderdale. She noted expenses related to the celebration and the number of people that turned out, sharing that there had been more than 30 million views on the team's video content.

Chair MacDiarmid agreed it was a great event and the hotel was very busy. She asked about activity at other properties.

Ms. Lee asked if a motion could be made dependent on the availability of rollover funds.

Mr. Peterson commented that the crowd had not gone as far as his hotel. Ms. Johnson noted her hotel did not have rooms available, but their restaurant did well. She stated she was supportive, but not to an amount the Board did not have.

Ms. Erickson pointed out the City Attorney's office is reviewing if the BBID can approve funding since the request was made after the grant deadline for an event that has already occurred. Mr. Fleming commented that the circumstances were unusual.

Mr. Howard contacted the Finance Department and confirmed the availability of rollover funds. He explained a budget amendment would be required and the City Commission would not be available to approve the request until August due to their summer break.

Discussion ensued as to the appropriate amount to award, accepting an application outside of the typical deadline, and concerns related to delays caused by the parade.

Ms. Lee highlighted flexibility in funding when an event comes up that is worthy of funding. Chair MacDiarmid reiterated that they could not have known in time for the application deadline that the Florida Panthers would win the Stanley Cup.

Mr. Peterson made a motion to award \$50,000. Discussion continued as to the full amount of the event budget. Ms. Meloff shared that the event had cost more than \$2 million including production, buses, public safety, and other items.

Mr. Fuerstman noted the Florida Panthers had made the Stanley Cup playoffs the previous two (2) years and asked if any consideration had been given to whether the parade would be the same next year. Ms. Meloff noted there had been discussion about how to make the event even better, but she could not imagine that the location would change.

Chair MacDiarmid shared that employees need to be able to get to work in order to serve the guests brought in by the parade. She stated employees were two (2) hours late because of the crowds and suggested passes or some other option.

Ms. Lee asked if it was possible for the BBID to get exposure at the Florida Panthers games. Ms. Meloff stated she would bring the idea back to leadership.

Motion made by Mr. Peterson, seconded by Ms. Lee, to approve a grant of \$100,000 to the Florida Panthers, contingent upon the situation being an anomaly, contingent upon the City Commission approving the budget amendment, acknowledging that the BBID accepted the application after the deadline, and contingent upon the City Attorney approving the BBID acceptance of the grant application after the deadline. In a voice vote, the **motion** passed unanimously.

Discussion ensued as to how to manage the budget transfer.

Motion made by Mr. Fleming, seconded by Ms. Johnson, to transfer \$30,000 in rollover funds to the current budget year to accommodate award of a grant to the Florida Panthers. In a voice vote, the **motion** passed unanimously.

- **Reimbursable Grant Application – NYE Celebration (The Conrad Ft. Lauderdale Beach)**

Chair MacDiarmid noted the application was for Fiscal Year 2025 (FY25), and the Board had asked that the item be tabled to this meeting. Ms. Erickson stated she had sent the applicant an email asking that they make a presentation, but they were not present.

Chair MacDiarmid commented that this was another application after the deadline.

Mr. Howard stated the budget had not yet been solidified for FY25, and noted the applicant had come to the December 2023 meeting but had been advised it was too close to the event and had been asked to come back. He added that the application had not been received prior to the deadline.

Mr. Fleming stated he believed it was a lot of money to spend on fireworks, and it would not make a difference to the beach. He suggested it would need to be paired with

something else to make people want to go.

Chair MacDiarmid added that the hotels are already full New Years Eve, and the location of fireworks would not have an impact.

Ms. Lee stated she believed events like this moving forward should be a drone show rather than fireworks.

Motion made by Mr. Fleming, seconded by Mr. Peterson, to not approve the application for New Years Eve fireworks, as it would not impact the beach because of existing business. In a voice vote, the **motion** passed unanimously.

Discussion ensued briefly as to applications previously reviewed for FY25 and availability of funding. Mr. Howard advised that based on the application process put in place by the Board, there would not be additional event applications.

V. Division Update

Mr. Howard stated there may be a location change for the September meeting. Chair MacDiarmid advised staff to let the Board know a few days ahead of the meeting.

Chair MacDiarmid highlighted an issue with beach cleanliness, including trash cans overflowing at 7:30 a.m. Mr. Peterson pointed out there is also litter all over the ground. Ms. Erickson suggested they use the FixItFortLauderdale app to report concerns with trash, lighting, and other issues.

Ms. Johnson asked if the holiday display would be back before the Board. Mr. Howard stated the Parks and Recreation Department was reviewing the display and more information would be available in September.

Ms. Erickson advised that Board member terms were expiring at the end of August. She stated they would receive communication asking if they wanted to continue to serve, along with an application.

VI. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:26 p.m. The next Regular Meeting of the BBID will be September 9, 2024, at 3:30 p.m. Location details to follow.

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