

DRAFT
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR MEETING
Monday, February 14, 2022, 3:30 P.M.
CITY HALL, 1st Floor Chamber Room
100 North Andrews Avenue
Fort Lauderdale, FL 33301

MEMBERS	September 2021 – August 2022				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	6	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate (at 3:41 p.m.)	P	6	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	A	3	3	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	5	1	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate (at 4:08 p.m.)	P	5	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	P	5	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	P	3	3	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	6	0	0	0

Staff

Ingrid Kindbom, Nighttime Economy & BBID Program Manager
Tasha Cunningham, BBID Manager
Cija Omengabar, CRA Planner/Liaison
Jamie Opperlee, Prototype, Inc.

Guests

Ina Lee

Presenters

Morgan Dunn, Transportation and Mobility Department
Eric Metz, Owner's Representative, Las Olas Marina
Bryan Lilley, Fort Lauderdale Airshow Manager
J.W. Arnold, President & Executive Director, Broward Navy Days, Inc.

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:36 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – January 10, 2022**
- **Workshop – January 13, 2022**

Motion made by Mr. Madeiros, seconded by Ms. Namour, to approve the minutes of the January 10, 2022, Regular Meeting and the January 13, 2022, Workshop. In a voice vote, the **motion** passed unanimously.

III. Las Olas Marina MOT Plan Presentation

Eric Metz, Owner's Representative for the Las Olas Marina, provided a PowerPoint presentation regarding the Las Olas Marina project. He explained the effort started in 2015 and groundbreaking was tentatively set for March, pending input from the Army Corps of Engineers. Continuing, he shared maps and renderings of the property. He reviewed the phasing plan for construction and related closures.

Mr. Zunt arrived at 3:41 p.m.

Chair MacDiarmid inquired regarding the start date. Mr. Metz explained the impacts of COVID-19 on the timeline.

Ina Lee discussed the final vision for the project and the large-scale impacts of the marina on the community and its events. Mr. Metz stated there would be 88 slips for minimum

100-foot vessels and reviewed some of the economic impacts of the marina on the regional economy. He noted the marina would be part of creating a corridor and redefining the yachting industry in Fort Lauderdale.

Mr. Metz briefly addressed the potential impacts of the construction on the park and events. He noted an issue with pedestrian egress from the garage during construction which had been identified. Discussion ensued regarding signage needs at the garage.

Mr. Madeiros asked for clarification on the relocation of tenants. Mr. Metz explained. He noted it would not adversely affect the Boat Show.

Chair MacDiarmid asked who would be in the retail and restaurant spaces. Mr. Metz stated there are two (2) main food and beverage components to the project and discussed plans for a signature restaurant.

IV. Funding Request (\$100,000) – Fort Lauderdale Airshow 2022

Chair MacDiarmid pointed the Board members to the budget attached to the minutes and asked that they review it prior to discussion of funding requests. She noted if all pending requests were approved, funds would need to come from reserves or the marketing plan budget.

Bryan Lilley, Fort Lauderdale Airshow Manager, shared a video introduction message from a pilot and announced the Thunderbirds would be returning to headline the event. Mr. Lilley provided a PowerPoint presentation regarding the 2022 show and promotion of the destination.

Mr. Levy inquired about additional geographic information on the attendees staying at hotels. Mr. Lilley noted the efforts to drill down to the specific data and limitations of data available.

Mr. Madeiros asked if 2021 data was available. Mr. Lilley explained the survey had been done in person, and due to COVID restrictions it had not been conducted in 2021.

Chair MacDiarmid asked about the Host Hotel program. Mr. Lilley outlined the program and the levels of commitment involved, as well as the selling point of staying where the performers stay.

Ms. Johnson arrived at 4:08 p.m.

Discussion continued regarding tracking hotel stays and referral metrics related to the event.

Cija Omengabar, CRA Planner, noted the potential conflict represented by being a Host Hotel and explained the conflict form.

Ms. Namour declared a potential conflict and recused herself from the vote. Discussion regarding hotel rooms being comped for pilots versus the Host Hotel program and potentially benefits to the individual hotels continued.

Mr. Lilley continued his presentation, discussing the Air show website and the effort to create national appeal for the events by marketing the destinations.

Mr. Madeiros asked about the food vendors on the beach and whether it focused on Fort Lauderdale businesses. Mr. Lilley explained they use a master concessionaire who then subcontracts. He noted there is food service only in the ticketed area.

Chair MacDiarmid reiterated the funding request and pointed the Board members to the budget details for review.

Ingrid Kindbom, BBID Program Manager, provided additional detail on the budget. Discussion ensued on the previous commitments and changes to the budget.

Motion made by Mr. Madeiros, seconded by Mr. Levy, to fund the Fort Lauderdale Airshow for \$100,000. In a voice vote, the **motion** passed unanimously. Ms. Namour abstained.

Ms. Kindbom asked for clarification on where the Board wanted the funds pulled from. Consensus was to listen to the second funding request before making budget adjustments.

V. Funding Request (\$15,000) – Fleet Week Port Everglades

J.W. Arnold, President & Executive Director, Broward Navy Days, Inc., distributed a pamphlet to the Board members and provided a PowerPoint presentation regarding Fleet Week. He reviewed the outreach projects involved in the week and outlined the new events being added to the 2022 schedule. Mr. Arnold explained the ask was a one (1) time request for \$15,000 to seed the new events. He discussed the media and promotions related to the event.

Mr. Levy asked for additional clarity on events held across the country. Mr. Arnold explained there are approximately six (6). He noted this would be the first-time portions of this event will be held at the beach.

Discussion ensued regarding vendors and the potential for closing the beach.

Mr. Zunt declared a conflict as an event host.

Motion made by Mr. Fleming, seconded by Ms. Namour, to fund the Fleet Week Port Everglades for \$15,000. In a voice vote, the **motion** passed unanimously. Mr. Zunt abstained.

VI. Discuss Topics and Date for Strategic Planning Meeting

Ms. Kindbom stated the Board had previously brought up the idea of a separate strategic planning session to discuss allocating resources and how the Board would like to conduct the fund going forward. She suggested selecting a date and location.

Chair MacDiarmid asked that a review of the details of participation on the Board also be included in the meeting. She asked whether the marketing discussion would be a part of the meeting. Ms. Kindbom stated staff was waiting for the scope of the BBID Manager and marketing to be worked out prior to moving forward. She noted plans were to bring that item forward on the March agenda.

Chair MacDiarmid stated she believed two (2) to three (3) hours would be sufficient and asked that staff send potential dates to review.

Ms. Namour expressed concern the Board had committed all of its funds in February. She suggested a discussion of limiting the number of times an event can come back for funding to allow the Board to support new events each year. Discussion ensued and it was determined criteria for presenting an event before the Board would be discussed at the strategic planning session, in addition to data on existing events.

Ms. Namour added that she believed marketing of the BBID should be focused on finding new events.

Ms. Omengabar suggested an open period for applicants to apply for grants, which would simplify the process and limit the number of presentations before the Board.

Discussion ensued regarding programming at the park and the difference between programs originated at the BBID and those by outside organizers.

VII. BBID Manager Update

Tasha Cunningham, BBID Manager, shared a PowerPoint presentation of her update. She reviewed recent events the BBID had sponsored, including the Greater Fort Lauderdale Food and Wine Festival and Sea Glass. She noted staff had worked with the organizers to create marketing opportunities and further leverage the BBID funds, and showed marketing materials, print advertising, websites, and photos from the events.

Continuing, Ms. Cunningham discussed opportunities being identified in work with the organizers of the Tortuga Music Festival. She stated meetings are ongoing, and she will have more detail to provide at the March meeting. She noted the Food and Wine Festival would be providing a recap at the March or April meeting.

VIII. Old/New Business

- **March Meeting Agenda Item Recommendations**
- **Update on Spring Break**
- **Update on Communication to City Commission**

Ms. Kindbom stated the March meeting would include the scope of the BBID Manager position, and tentatively a post-event briefing from Winterfest would be presented. She noted memos regarding Spring Break were attached to the agenda and discussed collaborative planning briefly.

Chair MacDiarmid stated the City Commission had reviewed the Board's Communication to the Commission. Ms. Kindbom stated the Commission had discussed the request to cap parking rates and noted the event coordinators could make requests from the City Manager's office.

Chair MacDiarmid and Ms. Kindbom presented Ms. Omengebar with an award to recognize her time as liaison to the BBID.

IX. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 5:10 p.m. The next Regular Meeting of the BBID is scheduled for March 14, 2022, at 3:30 p.m.

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

Attachments:

Las Olas Marina MOT PowerPoint
Fort Lauderdale Air Show PowerPoint
Fleet Week Port Everglades PowerPoint
BBID Manager Update PowerPoint