

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, JUNE 11, 2012 – 3:30 P.M.**

BID MEMBER/CATEGORY	ATTENDANCE	PRESENT	ABSENT
Amaury Piedra, Chair (Yankee Trader Hotel, A1A Trader, LLC)	P	9	1
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	8	4
Kenyata Allain (The Gallery at Beach Place)	P	9	1
Marcos Borrás (LXR Luxury Resorts & Hotels)	A	9	1
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	9	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	9	1
Scott Brooks (The “W” Hotel, Capri Hotel, LLC)	P	9	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Corp.)	A	6	4
Aiton Yaari (Beach Redevelopment Advisory Board)	P	8	4

At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

It was noted that a quorum was present at the meeting.

Staff

Donald Morris, Beach CRA Manager
Eileen Furedi, Economic Development Representative

Communications to City Commission

The BID supports the Rock the Ocean event and requests that the City do whatever is necessary to support the event and move it forward.

I. Call to Order / Roll Call

Amaury Piedra called the meeting to order at 3:30 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes – May 14, 2012

Motion made by Mr. Ioannou, seconded by Mr. Oliver, to approve the minutes of the following meetings:

In a voice vote, the **motion** passed unanimously.

III. Rock the Ocean Fest

Mr. Amaury Piedra introduced Mr. Chris Stacey, founder of Rock the Ocean, and Senior Vice President, Warner Music Nashville.

Mr. Stacey presented an overview of their plan.

Rock the Ocean is proposing a benefit concert that calls attention to the environmental issues facing the Earth's oceans. The organization will have an advisory board comprised of leaders from the fields of entertainment, marine conservation (The Guy Harvey Ocean Foundation), and the non-profit sector. Their environmental partner is the Guy Harvey Ocean Foundation.

The target date for the event is March 30, 2013. The concert will take place on the sand at the South point of Fort Lauderdale Beach Park, in the same location as the Super Bowl concert. The concert will be primarily Country music, but will also have artist from other musical genres. Tickets for the concert will cost anywhere from \$50-\$100. The target audiences are people who like music and are passionate about saving our greatest natural resource and his vision is to create a template and eventually replicate the idea across the world.

The BID requested that the organizers move the event from their proposed date to mid April, as March 30th is the Easter weekend and is one of the busiest weekends of the year on the beach. Mr. Stacey agreed to their request, though he would need to discuss the date with the Fish and Wildlife Commission, as it will be later in the turtle nesting season.

Communication to the City Commission

The BID supports the Rock the Ocean event and requests that the City do whatever is necessary to support the event and move it forward

IV. FY 2011-2012 Budget Update

Mr. Morris discussed the year to date expenditures for the FY2011/12 BID budget. He reminded the Board that he will be presenting the proposed FY

2012-2013 budget at the July BID meeting. He also indicated that he had received a request from the promoters of the Air Show to make a presentation at the BID's July meeting. The Board expressed a desire to have a planning session to discuss future spending priorities, prior to reviewing the proposed FY 2012-2013 budget. They instructed staff to inform the Air Show promoters and other event promoters that the Board will not consider any funding requests until after they hold a budget planning meeting and set their spending priorities.

V. Update on Beach Cleaning and Powerwashing Contracts

Mr. Morris discussed Prism Inc.'s counter proposal to modify the cleaning and powerwashing contracts with the Board. The Board had proposed that Prism agree to modify the cleaning and powerwashing contracts to reduce costs by reducing services. The reduction in services would decrease the cost of the cleaning contract from \$230,098 to \$137,340, and decrease the powerwashing contract from \$57,000 to \$28,500. Prism's counter proposal was to reduce the cleaning contract by 10% and the powerwashing contract by 15%. The Board discussed Prism's counter proposal and commented that it did not provide enough savings. The Board also commented the West side of A1A looked fine even though powerwashing services have not been provided, and thus it appeared that the service was no longer needed.

The Board was concerned that if the existing cleaning contract was terminated, a gap would occur between the termination date and the date when a new re-bid contract would come into effect. The Board asked Mr. Morris what the notice requirements were when terminating a contract. Mr. Morris responded that he didn't have the contract in front of him, but it is usually no less than 30 days. The Board then asked if the notice requirement could be extended to 60 days. Mr. Morris thought it may be possible but would need to check. The Board also commented that when the City re-bids the contract that a not to exceed total cost should be included.

Motion by Jim Oliver, seconded by Mr. Ioannou, to recommend to the City Commission to reject Prism's counter proposal and cancel the cleaning contract. In a voice vote, the motion passed unanimously.

VII. Old/New Business

None.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:23 p.m.