

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR VIRTUAL MEETING
CITY HALL
8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301
CITY HALL
JULY 13, 2020, 3:30 P.M.

MEMBERS	September 2019 – August 2020				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
Ritz Carlton Hotel <i>Vacant</i> Michael Chiusano, Alternate	P	2	2	2	0
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	4	0	1	1
Conrad Hotel, CFLB Partnership LLC <i>Vacant</i> Franklin Cavella, Alternate	P	3	1	1	1
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	A	3	2	1	0
The Westin Ft Lauderdale Beach <i>Vacant</i>	A	0	4	0	2
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> David Hankins, Alternate	P	4	0	1	1
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	1	3	1	1
Beach Redevelopment Adv. Board <i>Vacant</i>	P	1	3	2	0
Bahia Mar <u>Lisa Namour</u> Steven Green, Alternate	A	3	1	2	0

Staff

Don Morris, Beach CRA Manager
Dan Barnett, BID Manager
Cija Omengebar, CRA Planner
Stephanie Hughey, Administrative Aide
Edgardo Noceda, Moderator
Pratima Ramdeo
Lisa Tayar, Prototype, Inc.

Guests

Arianne Glassman
Ina Lee

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Vice Chair MacDiarmid. It was noted there was a quorum.

II. Approval of Meeting Minutes

- **Regular Meeting – March 9, 2020**

Motion made by Mr. Fleming, seconded by Mr. Salazar, to approve the minutes of the March 9, 2020 Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Nomination and Selection of Chair and Vice Chair – Donald Morris, AICP

Mr. Morris explained the top 10 properties list for the Beach Business Improvement District Board appointment would not be received until the end of the fiscal year, so it was possible there would be fluctuations to the list of members. He asked if the Board wanted to move forward with selecting a Chair and Vice Chair or continue with Vice Chair MacDiarmid running the meetings.

Mr. Fleming stated he would recommend going ahead with the selection.

Mr. Morris noted the Chair and Vice Chair needed to be primary members, not alternates, and stated there could be different property membership once the list was received.

Mr. Morris shared a list of members and stated vacancies on the Board would be filled by the City Commission in the near future.

Motion made by Mr. Fleming, seconded by Mr. Salazar, to name Anna MacDiarmid as Chair. In a voice vote, the **motion** passed unanimously.

Motion made by Ms. MacDiarmid, seconded by Mr. Cavella, to name Michael Fleming as

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

IV. Fiscal Year 2021 Budget Discussion and Recommendation – Donald Morris, AICP

Mr. Morris provided a brief outline of budget priorities and referred the Board to the 2020 proposed budget document. He noted there had not been much change since the budget discussion in March.

Mr. Morris reminded the Board the Beach CRA was going away and pointed to places where the budget had changed over the prior fiscal year. He noted the numbers were in anticipation of business as usual but could adjust due to circumstances surrounding the pandemic. He stated at this time, no events are being approved by the City Commission.

Continuing, Mr. Morris stated the 2020 payment was the final commitment to the Tortuga Festival, and no funds were planned for the Fort Lauderdale Race. He said requests may come in for those events a later date, but no funds budgeted had been at this time.

Mr. Morris explained budgeted projects, including updating kiosks, software maintenance, and traffic light box wrap replacement. He stated artist renderings for the wraps would be sent to the Board via email.

Chair MacDiarmid clarified how unused funds were used.

Mr. Morris stated anything that wasn't used during a budget cycle can be carried over or used for a different line item in the budget.

Vice Chair Fleming asked if the commitment to Tortuga would be moved to the following year if the event was cancelled.

Mr. Morris noted the Board could move the funding forward to the new dates, even though it is not within the budgeted fiscal year.

The Board discussed the usual dates for Tortuga and carrying forward the funds committed in the 2020 budget. They discussed whether events would be held in the foreseeable future that draw crowds to the beach.

Motion made by Vice Chair Fleming, seconded by Mr. Salazar, to approve the budget. In a voice vote, the **motion** passed unanimously.

V. BID Manager Update – Dan Barnett, BID Manager

- **Beach Events**

Mr. Barnett provided an update on rescheduling of beach events, with tentative new dates

as currently scheduled, including:

- Pride of the Americas – November 2021, subject to Parks & Rec approval
- Tortuga – October 2-4, 2020
- Boat Show – October 28 to November 1, 2020
- Riptide – January 30-31, 2021
- Airshow – November 21-22, 2020
- Light Up the Beach – November 24 or 25, 2020

Chair MacDiarmid asked if there were “drop dead” dates for large events to make decisions regarding rescheduling.

Mr. Barnett stated they are all learning as they go, as nothing like this has happened before. He explained the event producers are balancing safety and financial commitments and pointed out free events are very difficult to control the size of the crowd and enforce social distancing.

Mr. Barnett noted the CDC and State and local governments have all gotten involved in regulating whether events can happen.

- **Holiday Lights/Display**

Mr. Barnett explained the Olas display and the holiday arches are scheduled to be set up around November 17 and removed by January 5. He stated the Olas concept is unchanged due to cancelled meetings, but his outfit and look are updated. The new arches will say Fort Lauderdale Beach and Happy Holidays.

Mr. Morris asserted the Board can look at doing something different next year, but it is too late in the game to make changes for this year.

- **Infrastructure Improvements for Fort Lauderdale Beach Park**

Mr. Barnett provided a brief background on the need for infrastructure improvements in the south beach parking lot. He stated the improvements make maintaining events easier and less expensive.

- **Beach Marketing Strategy Concept**

Mr. Barnett stated there is a lot of discussion going on about what Fort Lauderdale Beach wants to show the public when it is time to bring tourism back. He noted the BID has some money due to events not moving forward and he encourages them to look at a real budget for marketing.

Mr. Morris noted whatever the Board decides, there will be a competitive bidding process and the Board will serve as the selection committee.

Vice Chair Fleming stated that given the lack of events, marketing might be a prudent use of resources.

Chair MacDiarmid said she agreed it could be valuable, and with no events they really need to focus and define the scope to give direction for what they are looking for.

The Board and staff discussed timing challenges due to beach closure, as well as how much a potential budget might need to be to make an impact and keep the beach as top of mind and positive as possible.

Mr. Morris stated staff would bring proposed numbers to the next meeting.

Ina Lee updated the Board on event funding, explaining the Convention and Visitors Bureau is not going to fund any events at least until the end of the year. She noted TBT funds were down as much as 90 percent and pointed out the BID may need to step up and put in more money if they want to see events move forward.

Continuing, Ms. Lee stated the branding initiative with Aqua had been put on the back burner, and focus has shifted to the Clean Initiative. She said the initiative is critically important for all businesses to take part in.

Ms. Lee noted planned media is also put on hold pending a look at budget cuts that are not yet known. She recommended having Informa in to talk at a future meeting. She stated Tortuga is having multiple issues due to changing their date, including concerns from U.S. Fish and Wildlife related to turtle season.

Continuing, Ms. Lee encouraged the Board to look at the funds for art in public places recently passed by the City Commission, to look at something for the new park that could become iconic for the beach.

Mr. Morris stated he would investigate how the art in public places funding is awarded and report back to the Board.

Ms. Lee asserted she believed the BID needed to discuss compliance with COVID-19 regulations at restaurants, hotels, and other businesses on the beach.

The Board, staff, and Ms. Lee discussed compliance with COVID-19 restrictions at businesses on the beach and how to appropriately get involved with the issue.

Chair MacDiarmid noted the compliance documents are large, and businesses need to dedicate the time and resources to go through them.

VI. Communications to the City Commission

None.

VII. Old/New Business – Donald Morris, AICP, CRA Manager

- **Next Meeting Agenda Item Recommendations**

Mr. Morris stated he would add the marketing concept and update from BID Manager to the next agenda, but the parking lot designer contract would not be ready.

Cija Omengebar, CRA Project Coordinator, noted they may have photos and an update for the box wraps to present.

Chair MacDiarmid asked for another update on beach events to be included.

Mr. Morris asked if there is anything the City can do to assist the hotels in making their current situation better, noting they are aware of the recent struggles and want to be supportive.

Chair MacDiarmid stated signage and information in obvious places regarding regulations is important and asked where it is currently being posted. She said the hotels provide arrival information regarding compliance and are getting push-back, noting communication directly from the City could be helpful to smooth that out.

The Board and staff discussed pole banners and getting them up quickly.

Mr. Morris stated a one-page document with current City requirements to hand out at check-in might be helpful, in the vein of what is done at Spring Break.

Mr. Chiusano asserted the Marriott has a comprehensive plan, but they are seeing both extremes from guests, including people who feel unsafe due to too many people being gathered and those who do not want to comply with restrictions.

Chair MacDiarmid stated hotels have been diligent in educating but could use additional resources to help.

The Board and staff discussed electronic signage for short-term use and what locations would be most effective. They brainstormed ideas including social media campaigns, advertising in the airport and providing information through the airlines.

Mr. Barnett stated the best investment they could make was to promote positive things, such as photos of people doing the right thing on the beach so those go viral in place of the negative.

Mr. Morris said they would work with PIO to find a “friendly but firm” message.

Mr. Barnett stated staff would continue to update on the issue.

Arienne Glassman provided a brief update regarding the Safe and Clean Initiative. She discussed communication, noting restaurant groups are sharing emails to discuss the COVID-19 regulations together. She stated that communication could be stronger and more frequent, and outlined additional ideas being explored such as bartender advocates.

Ms. Glassman discussed COVID-19 rules and communication of those rules, along with the importance of denying service to those who choose not to comply and educating the public for the value of all. She shared results of putting out photo and video from visits to local businesses to show positive responses.

Continuing, Ms. Glassman addressed public art ideas for the new park, noting she had been in communication prior to the pandemic closures with a South African artist regarding a Fort Lauderdale Beach specific project.

Ms. Glassman commented on parking rates and pointed out that additional compliance information could also be provided in the application used to pay for parking.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 5:12 p.m. The next Regular Meeting of the BID is scheduled for August 10 at 3:30 p.m.

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

Attachments: