

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

Staff

Von Howard, Administrative Supervisor, Public Affairs, Board Liaison
Melissa Mata, Senior Management Fellow
Jamie Opperlee, Prototype, Inc.

Guests

Tasha Cunningham, The Brand Advocates (Via Zoom)
Arianne Glassman, RAV Communications

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:34 p.m. by Chair MacDiarmid. It was noted a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – March 11, 2024**

Motion made by Ms. Johnson, seconded by Mr. Peterson, to approve the minutes of the March 11, 2024, Regular Meeting as presented. In a voice vote, the **motion** passed unanimously.

III. The Brand Advocates Marketing Update

Tasha Cunningham, The Brand Advocates, shared a *PowerPoint* presentation updating on marketing for the BBID during the first quarter of 2024. She reviewed social media, including increased engagement and growth on Instagram, noting the 12-month goal was to increase by 30 percent. She highlighted activity on LinkedIn to connect with meeting planners and professionals and discussed Threads briefly. She provided an update on the new website and issues with hosting. She commented on plans for partnerships to increase traffic and reviewed demographic data.

Continuing, Ms. Cunningham shared photos from the annual teachers' event where the Tortuga Music Festival tickets donated by the BBID were given to local educators. She discussed an idea for a partnership with Visit Lauderdale for a summer campaign from June 6 to August 25 with exposure on a local, regional, and national basis. She reviewed the elements, including digital billboards and streaming video.

Ms. Namour asked for clarification on the total budget for the Visit Lauderdale campaign. Ms. Cunningham explained it would be a BBID campaign with a total budget of \$50,000.

Chair MacDiarmid pointed out Visit Lauderdale would be putting their logo on the BBID advertising. Ms. Cunningham stated she would confirm, but her understanding was that the logo would be only on the digital billboard.

Von Howard, Board Liaison, noted Ina Lee had responded to the emailed presentation to share feedback as she was not able to attend. He stated Ms. Lee had advised that by State Statute, Visit Lauderdale cannot advertise in Broward County, and had suggested incorporating advertising in the County to promote staycations.

Chair MacDiarmid asked the benefit of using the Visit Lauderdale channels. Ms. Cunningham explained the advantage was that advertising was purchased at a reduced rate, so the dollars go farther.

Mr. Fleming asked where the streaming video would be distributed. Ms. Cunningham advised it would be played between shows on major streaming services such as Netflix and Hulu. She noted there was some video which could be repurposed and edited.

Mr. Fleming asked if there were ideas for advertising in west Broward County outside of the partnership. Ms. Cunningham stated her team would put together a strategy for geotargeting in west Broward County and speak with Ms. Lee further regarding the idea. Chair MacDiarmid asked that the discussion be brought to the next meeting rather than discussed individually separately from a meeting.

Mr. Fleming stated the last partnership with Visit Lauderdale had been positive. Chair MacDiarmid asked how the performance of the campaign was tracked. Ms. Cunningham advised that Visit Lauderdale would provide proof of performance report from the vendor.

Ms. Namour questioned the budget numbers, noting inconsistency with previous reports. Mr. Howard provided a brief overview of the budget analysis completed. Discussion continued regarding the availability of funds in the BBID budget and returning to the previous format of the report.

Chair MacDiarmid advised that a vote would need to wait until the budget was confirmed. Discussion continued regarding deadlines and consensus was to move forward with the campaign upon confirmation of available funds after considering previous commitments.

Motion made by Mr. Peterson, seconded by Ms. Johnson, to approve \$50,000 for a summer campaign with Visit Lauderdale. In a voice vote, the **motion** passed unanimously.

Ms. Cunningham advised that her team would start working on the creative assets once Mr. Howard confirms funds and the plan would be presented at the May meeting.

IV. Review of 2025 BBID Funding Applications

Chair MacDiarmid provided a brief overview of the process to be followed for review of the 2025 BBID grant funding applications. The Board discussed the scoring criteria for each item individually.

Winterfest Boat Parade - \$25,000

Ms. Glassman commented that the boat parade does not take place in the BBID area. She pointed out the new reimbursement process requires that a map be submitted, and events at Intracoastal Park are outside of the BBID zone.

Chair MacDiarmid asked the Board if applications for events outside of the BBID area should be considered. Ms. Namour highlighted that the Board had previously funded the parade because it comes all the way through and benefits the restaurants along the route.

Ms. Glassman provided additional background on conversations with the Commission and staff related to funding events and needs outside the BBID zone. Discussion continued and consensus was to set the application aside for further information.

Oceans of Soul Jazz Festival - \$500,000

Consensus was to wait to discuss the application once it has gone through the Special Events approval process.

LOOP Activation - \$175,000

Ms. Glassman left the room to allow for open discussion of the item.

Motion made by Ms. Namour, seconded by Ms. Johnson, to approve \$175,000 for LOOP Activation. In a voice vote, the **motion** passed unanimously.

FemAle Brew Fest - \$20,000

Mr. Howard reviewed planned changes in the location. Ms. Glassman shared that the event would be September 14, 2024, in tandem with the LOOP market.

Chair MacDiarmid stated there were no funds available in the current year budget.

Flockfest - \$25,000

Motion made by Mr. Peterson, seconded by Ms. Johnson, to approve \$25,000 for Flockfest. In a voice vote, the **motion** passed unanimously.

Fort Lauderdale Air Show - \$100,000

The Board discussed stepping down the contribution for the event due to long term reliance on BBID funding, increased visibility due to press for the show, benefits to the north end of the beach, attraction of local participants, and the overall air show budget.

Motion made by Ms. Johnson, seconded by Ms. Namour, to approve \$75,000 for the Fort Lauderdale Air Show. In a voice vote, the **motion** passed unanimously.

Rock the Ocean Music Festival/Tortuga - \$250,000

Chair MacDiarmid pointed out there were not financials included. Mr. Howard advised that financial data had not been provided with the application due to confidentiality, but the organizers were prepared to review the information with Board members individually.

Mr. Fleming highlighted the request for a three (3) year commitment, and stated he was hesitant. Ms. Namour agreed.

Chair MacDiarmid asked for clarification on the amount requested. Ms. Namour noted the request was for \$250,000 per year. Mr. Howard stated the contribution was at the discretion of the Board. Discussion continued as to past contributions to the event.

Mr. Fleming expressed concern with setting a precedent for not receiving financial data and suggested the Board wait to vote.

Ms. Johnson asked whether completion of the park infrastructure modifications would reduce expenses for the event. Discussion continued and consensus was to request a presentation.

Visit Lauderdale Food & Wine Festival - \$100,000

Chair MacDiarmid noted the funding request was for \$100,000, and the BBID had funded \$70,000 last year.

Ms. Glassman shared that the event was a wonderful event that brings people to Oceanside Park. She noted they close the street and provide their own security and reviewed the agenda for the festival briefly. She stated there are events throughout Fort Lauderdale, not only on the barrier island.

Discussion continued as to partnership levels, funding sources, event locations, and event dates.

Motion made by Ms. Namour, seconded by Ms. Johnson, to approve \$70,000 for Visit Lauderdale Food & Wine Festival. In a voice vote, the **motion** passed unanimously.

Mr. Howard noted the request from Carl Williams, Parks and Recreation Director, regarding a presentation of options from Miami Christmas Lights. Discussion ensued and consensus was to entertain a presentation in May along with the updated budget and the remaining funding applications would be discussed in June.

V. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:51 p.m. The next Regular Meeting of the BBID will be May 13, 2024, at 3:30 p.m.

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

Attachments:

The Brand Advocates Marketing Update presentation
BBID Reimbursable Grant Funding FY2025 Scoring Sheet