

**APPROVED MINUTES  
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
REGULAR MEETING**

**Monday, August 9, 2021, 3:30 P.M.  
CITY HALL, 8<sup>th</sup> Floor Conference Room  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301**

MEMBERS	September 2020 – August 2021				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	12	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	12	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	P	8	4	0	0
Greater FTL Chamber of Commerce <u>Aiton “AJ” Yaari (until 5:12 p.m.)</u>	P	9	2	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	9	3	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	7	5	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	11	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	P	10	2	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	5	2	0	0

**Staff**

Cija Omengebar, CRA Planner  
Clarence Woods, Northwest CRA Manager  
Tasha Cunningham, BID Manager  
Arianne Glassman, Website Manager  
Lisa Tayar, Prototype, Inc.

**Guests**

Ina Lee  
Lisa Scott-Founds  
Von Freeman

**I. Call to Order / Roll Call / Quorum**

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

Cija Omengebar, CRA Planner, explained Cynthia Yalcindag was present for the Ritz Carlton Hotel but was not yet a voting member of the Committee.

**II. Approval of Meeting Minutes**

**• Regular Meeting – July 12, 2021**

**Motion** made by Mr. Fleming, seconded by Mr. Hughes, to approve the minutes of the July 12, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

**III. Funding Request – Winterfest Parade Viewing & Festival (\$25,000)**

Lisa Scott-Founds, Winterfest, Inc. President/CEO, made a PowerPoint presentation outlining the Winterfest event and its new location. She noted this was the 50<sup>th</sup> anniversary of the free event. Ms. Scott-Founds discussed circulation of promotions and shared examples of advertisements. She reviewed media partners and the social media campaign for the event.

Chair MacDiarmid asked for clarification on the 34 percent number Ms. Scott-Founds had referenced for hotels. Ms. Scott-Founds explained the source was the Convention and Visitors Bureau.

Chair MacDiarmid stated the time period of the parade is already busy for hotels, so they need to make sure the number is accurate. She asked if anyone was reaching out to hotels. Ms. Scott-Founds responded that the plan for doing so was still being put together. She discussed efforts to expand promotion within the organization.

Mr. Yaari stated the new location would be a change of 180 degrees for the event. He stated the trolleys were back in service and encouraged partnership to utilize the service,

such as putting an advertisement insert on the trolley or adding a logo. He added that he thought the \$25,000 was fair.

Mr. Hughes asked if there would be grandstands. Ms. Scott-Founds stated there would not be grandstands, but they may offer chairs. She reviewed ideas for a seating area and a VIP opportunity. She outlined the timeline and stated they expect entertainment after the parade.

Mr. Fleming noted the BID often helps events to get established, but the Winterfest Parade had been around for a long time. He asked why they were asking for assistance this year. Ms. Scott-Founds responded that with the new location, the event needed assistance with promotions and growth. She noted the event is non-profit. Discussion continued regarding cross-promotion, sponsorships, and the television show.

Ms. Omengebar discussed potential voting conflicts related to the grant requests and outlined the process for Board members excusing themselves from a discussion or vote. Discussion ensued.

**Motion** made by Mr. Yaari, seconded by Mr. Hughes, to approve the application and grant \$25,000 to Winterfest. In a voice vote, the **motion** passed unanimously (8-0).

Chair MacDiarmid encouraged the event's organizers to reach out to hotels on the beach and to work with committees that aggregate.

#### **IV. Funding Request – Las Olas Oceanside Park Activation (\$190,500)**

Mr. Yaari excused himself from voting due to a conflict, as Ms. Glassman represents several of his companies.

Arianne Glassman, rAv Communications, shared a PowerPoint presentation reviewing the plan for activating Las Olas Oceanside Park through Fiscal Year 2021-22. She discussed the ongoing system for polling people about what brought them to the park, and what they do once they come to the beach. Ms. Glassman explained the funding request and stated it would cover 96 events. She briefly reviewed events planned, including Christmas and New Year's Eve concerts.

Ms. Glassman stated between these events and events planned through Parks and Recreation, there were 132 days of activation planned for Las Olas Oceanside Park over the course of the year. She discussed a recent death on the beach and safety concerns, and shared thoughts on how activating the park improves security.

Chair MacDiarmid asserted that hotel guests were not getting enough information about events and activities happening. She asked how to reach those people and how local businesses can help. Ms. Glassman shared details of the portal which had been set up to make digital assets available, including posters, calendars, and advertisements.

Chair MacDiarmid asserted posters could go to every hotel to use according to their individual brand standards.

Ina Lee stated she would be providing a full-page of events in December and January at no charge.

Ms. Glassman continued discussing marketing tools, including newsletter opt-ins and Eventbrite registrations.

Mr. Fleming noted there would be construction around the parking garage beginning in the fall which he had been told would impact traffic. He asked if there were concerns about the construction impacting any of the events. Ms. Glassman responded briefly regarding timing of construction schedules and events. She stated events had been moved to Las Olas Oceanside Park as needed.

Mr. Hughes pointed out several of the events incorporated in the request were funded separately in Fiscal Year 2020-21 and asked for clarification. Ms. Glassman responded that the events were bundled into the request. She noted Love is in the Air was not in the request because that proved itself as an event that could self-support financially. She reviewed items which were not included in the budget presented.

Ms. Lee asserted Ms. Glassman had fulfilled a vision to activate the area from nothing, pulling all ethnicities, ages, etc. together. She stated it made the beach different.

Ms. Omengebar reviewed the budget numbers. The Board discussed funds available and uncommitted funds.

Chair MacDiarmid highlighted the importance of balancing the number of requests against the overall BID budget.

Mr. Fleming stated the value provided was worth the expense.

Ms. Namour agreed and discussed adding electronic advertisements to the monitors at the hotels.

**Motion** made by Mr. Fleming, seconded by Ms. Namour, to approve the application and grant \$190,500 to activation of Las Olas Oceanside Park. In a voice vote, the **motion** passed unanimously (7-0). Mr. Yaari did not vote.

## **V. Funding Request – Audacy Beach Festival (\$750,000 or \$300,000)**

Ms. Namour stated she had a relationship with Von Freeman, but did not have any current contracts with Audacy Operations, Inc.

Von Freeman, Audacy Operations, Inc., shared a PowerPoint presentation reviewing the events planned. He outlined the plan to reach 24 million people through social media to

drive people toward Fort Lauderdale Beach. He discussed the bands that had participated in the past and those planned for the coming event. Continuing, Mr. Freeman reviewed the marketing efforts the festival would be undertaking and discussed messaging. He briefly discussed partners already on board.

Chair MacDiarmid noted the ask was for a grant of \$750,000 for three (3) years or \$300,000 for one (1) year.

The Board and staff discussed how the festival fit into the calendar of events at the beach.

Mr. Yaari commented on the ability to enter and reenter and stated not locking in participants creates more flow and is better for the surrounding businesses. Mr. Freeman stated there were safety issues, but he would bring the discussion back to the other organizers. Discussion continued regarding event entry and ticket prices.

Ms. Omengebar explained to the Board that there was enough money in the budget to fund the first year of the request. She discussed options available to the Board.

Mr. Freeman addressed the media campaign associated with the event, noting it was 12 weeks of promotion.

Mr. Yaari asked if the event was able to move forward if the BID did not fund it. Mr. Freeman responded that they would do what they could if funds were denied. He stated they would rather put the event on in concert with the BID.

Chair MacDiarmid stated she liked the large reach of the event.

Ms. Namour added that it was a great way to bring Fort Lauderdale beach back with a bang. She stated she liked Mr. Yaari's suggestion that participants be able to come and go from the event.

Mr. Estevez suggested ticket prices be increased to better support the event's budget. Discussion ensued regarding the costs associated with attending the event.

Discussion continued regarding wanting people to be able to go in and out of the event and whether to make it a contingency of the funding.

Mr. Yaari suggested that if the organizers did not follow the suggestion, the Board could consider that when discussing funding the event next year.

Ina Lee commented that the BID had chosen the dates for this event in the past because it was a lull weekend. She stated the most important part was the media coverage and national publicity.

Mr. Freeman discussed acts planned for the event, noting they were not yet public.

**Motion** made by Mr. Estevez, seconded by Mr. Medeiros, to approve the application and grant \$750,000 over three (3) years for the Audacy Beach Festival. In a voice vote, the **motion** passed unanimously (8-0).

**VI. BID Manager Update**

- **Co-Op Promotional Campaign Update**

Chair MacDiarmid thanked Tasha Cunningham, BID Manager, for her efforts to update and streamline BID operations.

Ms. Cunningham gave a brief update on the ongoing promotional campaign in partnership with Visit Lauderdale. She shared a video from the Condé Nast portion of the campaign and stated the e-blast had gone out on August 3. She stated the Odyssey videos would be shooting later in the month.

Mr. Yaari stated the video had a lot of conflict, and asserted it was put together by someone who clearly did not know anything about Fort Lauderdale Beach.

Ms. Cunningham explained the entire Board had voted on a survey to determine the content of the video.

Mr. Yaari stated the video did not represent the beach but special interests.

*Mr. Yaari left the meeting at 5:12 p.m.*

Chair MacDiarmid asserted everyone was entitled to their own opinion. She noted everyone had voted on the video content separately and added that everyone who participates on the Board does so because they want to commit to Fort Lauderdale Beach.

- **Airshow Update**

Ms. Cunningham shared an update on the airshow and stated the organizers would be doing a post-event presentation in the future.

- **Miscellaneous**

Mr. Fleming asked for clarification on the budget. He asked if the Board decided to fund more projects, whether they could pull additional money from reserves. Ms. Omengabar responded that they could and stated she could put the item on the agenda for the October meeting. She reviewed the process for budget approval.

**VII. Communications to the City Commission**

None.

## **VIII. Old/New Business**

### **• TBD Special Meeting – Marketing Strategy Discussion**

Ms. Omengebar stated the Board had discussed marketing at the July meeting, but the website details needed to be hashed out. She explained that effort would require collaboration between the BID Manager and the Website Manager, and stated once the parties had a presentation ready, she would reach out to the Board to schedule a special meeting for discussion.

- September Meeting Agenda Item Recommendations**
  - **South Beach Parking Lot Infrastructure Project**
  - **Las Olas Marina Project MOT Presentation**
  - **Airshow Post Event Presentation**
  - **Redefining Contract Scopes**

Ms. Omengebar shared items planned for the August agenda and asked for feedback. She noted there was some overlap between the contracts for the BID Manager and Website Manager which needed to be discussed and explained those briefly.

Chair MacDiarmid expanded on the contract conflict and history of the issue.

### **• General Updates**

Mr. Fleming asked if it was possible to have someone from the City come to discuss traffic flow for events. Discussion on traffic control ensued.

Mr. Estevez stated tree roots lifting pavers was becoming dangerous. He agreed to send photos to Ms. Omengebar.

Chair MacDiarmid stated the bus shelters along A1A had not been fixed.

Ms. Namour brought up issues with homeless individuals. Discussion ensued briefly.

## **IX. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 5:21 p.m. The next Regular Meeting of the BID is scheduled for September 13, 2021, at 3:30 p.m.

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

### **Attachments:**

Winterfest PowerPoint presentation  
Las Olas Park Activation PowerPoint presentation  
Audacy Beach Festival PowerPoint presentation  
BID Manager Update PowerPoint presentation