

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
Monday, May 13, 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 | 9 | 0 | 0 | 0 |
| Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate | P | 9 | 0 | 0 | 0 |
| Ritz Carlton Hotel <u>Vacant</u> Samuel Fuerstman, Alternate | P | 6 | 3 | 0 | 0 |
| Greater FTL Chamber of Commerce <u>Ina Lee</u> | P | 2 | 1 | 0 | 0 |
| The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> Michael Berry, Alternate | P | 6 | 3 | 0 | 0 |
| B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Alternate Vacant | A | 3 | 6 | 0 | 0 |
| Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate | P | 9 | 0 | 0 | 0 |
| Sonesta Hotel <u>Ryan Frederick</u> Jeff Peterson, Alternate | P | 7 | 2 | 0 | 0 |

Staff

Von Howard, Administrative Supervisor, Public Affairs, Board Liaison
Daphnee Sainvil, Government and External Affairs Manager (via Zoom)
Judy Ericson, Transportation and Mobility
Carl Williams, Director of Parks and Recreation
Amy Jean-Baptiste, Deputy Director of Parks and Recreation

Joshua Carden, Cultural Arts Officer
Jamie Opperee, 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 3:30 p.m. by Chair MacDiarmid. It was noted a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – April 8, 2024**

Ms. Lee noted a correction to her attendance in the minutes.

Motion made by Mr. Peterson, seconded by Ms. Namour, to approve the minutes of the April 8, 2024, Regular Meeting as amended. In a voice vote, the **motion** passed unanimously.

III. BBID Advertising Policy Marketing/Advertising Summer Plan

Daphnee Sainvil, Public Affairs Manager, advised that a complaint was received from a local business owner who was not included on the website. She stated that upon investigation, it was determined the business did not fall within the BBID boundaries. She noted there had been previous Board discussion regarding advertising policy, but formal action was not taken. She suggested the Board consider either allowing businesses outside the BBID to pay for advertising or that they do not allow advertising at all outside of the BBID boundaries.

Tasha Cunningham, The Brand Advocates, provided additional detail on the concern raised regarding advertising on the BBID website and social media.

Discussion continued as to how to best manage the issue. Ms. Sainvil advised it would be best practice to have an advertising policy.

Motion made by Ms. Lee, seconded by Ms. Johnson, to establish an advertising policy that only businesses actually in the BBID and paying into the BBID are qualified for advertising in any promotional materials, including the website and social media. In a voice vote, the **motion** passed unanimously.

The Board returned to discussion of Item III following Item IV.

Ms. Cunningham shared a *PowerPoint* presentation of two (2) concepts for the campaign in partnership with Visit Lauderdale. Consensus was a preference for concept A.

Ms. Lee asked for clarification on the concepts. She stated she thought there was a lot of wasted space in concept A and did not “get” it. She noted she preferred the colors in concept B.

Mr. Peterson commented that he would need to see the entire campaign to understand the concept. Ms. Cunningham stated Mr. Howard would send the Board a link to the draft mockup concepts.

Chair MacDiarmid stated she liked “Sun, Sand, and So Much More”.

Arianne Glassman commented that “Your Story Starts Here” (concept B) had more opportunity for social sharing and a call to action. Discussion continued as to potential revisions to both concepts.

Consensus was to move forward with concept A. Ms. Cunningham advised there would not be another BBID meeting prior to the deadline, so mockups would be provided for review and approval between meetings.

Ms. Lee pointed out Visit Lauderdale cannot spend advertising money in Broward County by State Statute, and asked if the option to target west Broward County would be discussed, potentially with a link to staycations and summer resident packages.

Ms. Cunningham stated the website would be reskinned to match the summer campaign.

IV. Smart City Media Kiosk Follow-Up

Ms. Sainvil provided a brief update on the Smart City Media kiosks. She stated the hardware needs to be replaced and the contract expired in 2023. She asked if the Board wanted to move forward with a Request for Proposals (RFP).

Consensus was that the kiosks were not being used and additional BBID funds should not be spent on them.

IV. Artist Collaboration with BBID

Joshua Carden, Cultural Arts Officer, shared an opportunity for the BBID to collaborate with an artist on the beach. He stated the Public Art and Placemaking Advisory Board had selected an artist, Timothy Smith, to paint the next four (4) lifeguard towers, towers eight (8) through 11. He explained the towers were previously wrapped in vinyl with printed images, but Mr. Smith would be painting the towers directly with colorfast paint guaranteed for 30 years, which is beyond the lifespan of a lifeguard tower. He advised

this would require Mr. Smith to be physically on site for a couple of weeks and would be looking for a place to stay during that time. Mr. Carden stated Mr. Smith had offered to do artist talks, live painting demonstrations, or painting on a property in exchange for accommodation.

Chair MacDiarmid inquired as to dates Mr. Smith would be in Fort Lauderdale. Mr. Carden stated the dates were open, though they were looking at late July and early August. He noted the stay could be split across properties and that other options were available if no property was interested in hosting.

Mr. Carden outlined the process and shared examples of Mr. Smith's paintings and mockups of the murals to be placed.

Ms. Lee asked how the project was being promoted. Mr. Carden stated there had been a promotion of the call for applicants, resulting in 150 submissions. He noted a ribbon cutting or similar would take place with the artist and the City Commission. Ms. Lee commented that Visit Lauderdale should also be invited.

Mr. Carden stated the project was funded through the City's Ocean Rescue program and noted the safety consideration of the towers being refurbished and painted.

Mr. Carden advised that the project would be going before the City Commission in the next week, after which time additional details and dates will be available. He encouraged those interested in working with Mr. Smith to reach out to his office.

Ms. Lee asked if a hotel could hire Mr. Smith to paint their food and beverage huts. Mr. Carden stated he thought that was an option. Discussion continued.

Ms. Lee shared that the port cochere in Las Olas Oceanside Park was ugly and a canvas waiting to be painted. She asked if it could be considered for a future project. Mr. Carden commented on funding opportunities, noting a generous donation from the James Laird estate through the James Winder Laird Foundation.

IV. Miami Christmas Lights – Presentation and Update

Kurt Stange, Miami Christmas Lights provided a *PowerPoint* presentation on a new concept for the holiday lights in Las Olas Oceanside Park. He highlighted the number of people coming to Fort Lauderdale during the season and noted the preference to have flexibility to change with the seasons. He shared renderings of beach-inspired concepts.

Ms. Namour asked for clarification on the dates. Mr. Stange advised the proposal was mid-October through the end of February.

Ms. Lee commented that keeping the lights on during the dark time of year would be helpful for safety and security.

Chair MacDiarmid asked about costs. Mr. Stange stated he could put together a formal presentation but had wanted to seek direction on concepts and budget first. Discussion continued regarding replacement of Olas the Beach Snowman and the best location for the decorations.

Ms. Glassman asked if the ornaments in the park would also be replaced. Mr. Stange stated he would suggest a cohesive plan that would include the ornaments, but there was also not yet direction from Parks and Recreation as to what the City wants for the park.

Ms. Lee asked who pays for Light Up the Beach. Carl Williams, Director of Parks and Recreation, advised that his department covers the event only, and the ongoing lights are funded by the BBID. Discussion continued as to whether the City had funds to assist with the expense, and Mr. Williams advised he would have conversations and report back.

Ms. Lee asserted Las Olas Beachside Park was the central business area and economic driver for the beach and encouraged staff to provide City funds.

Mr. Stange addressed sea turtle safety briefly and noted an option for solar-powered lights that fit within the regulations for turtles.

Consensus was to have Mr. Stange return with a formal proposal based on the BBID budget. Mr. Howard advised the holiday lights were in the budget for \$26,000, and the snowman and arches were \$79,000.

IV. Review of Four (4) 2025 BBID Funding Applications

Mr. Fleming noted the remaining applications had been tabled pending approval by the City. Mr. Howard advised these events had been reviewed and approved by the Special Events Committee but had not been heard by the City Commission. Mr. Williams provided additional clarification on the administrative process for approval of events.

Mr. Howard explained the funding applications discussed at the April 8 meeting were being held so all of the grants could be submitted to the Commission together. He stated the Fiscal Year 2024 BBID balance was \$171,884, and noted the FemAle Brew Fest was the only event scheduled for this fiscal year.

The Board reviewed the events and discussed the scoring for each individually.

Oceans of Soul Jazz - \$500,000

Mr. Fleming commented that he liked the festival date because it fills a need on the beach, but he was concerned with the lack of history and feels the organizers have overestimated. He noted the comparison to Tortuga Music Festival financial reports. Consensus was that the Board agreed.

Mr. Fleming suggested requesting additional information from the applicant, including other events they have organized.

Ms. Namour pointed out the event would need headliners good enough to draw a large crowd, and the presenter had been unable to provide those details.

Mr. Peterson stated that waiting for additional information would delay decisions on other events. He suggested passing on the event this year and asking for more information when presenting next year.

Ms. Lee asked if Visit Lauderdale was funding the event. She stated she thought it was important to ask that question of everyone in the future because they have an extensive vetting process.

Motion made by Chair MacDiarmid, seconded by Ms. Johnson, to not fund Oceans of Jazz this year. In a voice vote, the **motion** passed unanimously.

Winterfest Boat Parade - \$25,000

Discussion ensued as to whether the event could be funded, as it is outside the BBID boundaries. Mr. Howard advised the position of the City Attorney was that they could, so long as there was a value to the BBID.

Mr. Fleming stated he thought the event was good for Fort Lauderdale but did not necessarily think it brought business to the beach.

Ms. Lee commented that there is an opportunity for the hotels to do packages and bring people down for the special viewing area.

Ms. Johnson stated the issue was that the hotel would be sold out during that time of year without the event, so it was an added amenity for guests to visit.

Ms. Lee stated the media behind the event was huge around the country, and suggested fully funded the request. Discussion continued.

Motion made by Ms. Lee, seconded by Mr. Peterson, to approve \$15,000 for the Winterfest Boat Parade. In a voice vote, the **motion** passed unanimously.

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

Ms. Lee commented that she had attended the event every year. She stated it does so much for the overall image and sells hotel rooms.

Mr. Fleming pointed out the organizers were asking for \$250,000, but the event made \$3 million in 2023. He noted the event had been funded for a number of years.

Ms. Namour asked if the parking lot infrastructure improvements would reduce the costs for City services. The Board agreed that had been the intent.

Mr. Fleming noted he did not want to commit to funding for three (3) years as had been requested by the organizers.

Discussion continued as to the amount to award the event. Ms. Johnson commented that this was the largest funding provided by the BBID to a single event.

Motion made by Ms. Namour, seconded by Ms. Johnson, to approve \$225,000 for Tortuga Music Festival. In a voice vote, the **motion** passed unanimously.

FemAle Brew Fest - \$20,000

Ms. Namour stated she liked that FemAle Brew Fest was in September, diverse, and in the park.

Discussion ensued regarding the planned use of BBID funds and the funding level.

Motion made by Mr. Peterson, seconded by Ms. Namour, to approve \$10,000 for FemAle Brew Fest. In a voice vote, the **motion** passed unanimously.

The Board requested a detailed breakdown of the fund balance for FY24 and FY25 with detail as to what has been committed or funded.

V. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:56 p.m. The next Regular Meeting of the BBID will be June 10, 2024, at 3:30 p.m.

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

Attachments:

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