

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
Monday, July 10, 2023, 3:30 P.M.
Fire Station 2
528 NW 2nd Street
Fort Lauderdale, FL 33311

| MEMBERS | September 2022 – August 2023 | | | | |
|---|------------------------------|---------|--------|--------------|--------|
| | REGULAR MTGS | | | SPECIAL MTGS | |
| | | Present | Absent | Present | Absent |
| The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Alex Caceres, Alternate | P | 8 | 1 | 0 | 0 |
| Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate | P | 8 | 1 | 0 | 0 |
| Ritz Carlton Hotel <u>Vacant</u> Samuel Fuerstman, Alternate | P | 6 | 3 | 0 | 0 |
| Greater FTL Chamber of Commerce <u>Stuart Levy</u> | P | 8 | 1 | 0 | 0 |
| The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> Michael Berry, Alternate | P | 8 | 1 | 0 | 0 |
| B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Michael Orlando, Alternate | A | 8 | 1 | 0 | 0 |
| Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate | P | 9 | 0 | 0 | 0 |
| Sonesta Hotel <u>Vacant</u> Fernando Calvo, Alternate | P | 9 | 0 | 0 | 0 |

Staff

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison
Ingrid Kindbom, Nighttime Economy and BBID Program Manager
Lisa Marie Glover, Transportation Division Manager
Carl Williams, Parks and Recreation Deputy Director
Max Newhart, Parks and Recreation Program Supervisor
Todd Stilphen, Parks and Recreation Programmer II

Guests

Jamie Opperee, Prototype, Inc.
Kyle Smith, Lauderdale Air Show, LLC
James Carras, Carras Community Investment
Ari Glassman
Ina Lee

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:33 p.m. by Chair MacDiarmid. It was noted a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – June 12, 2023**

Motion made by Mr. Levy, seconded by Ms. Namour, to approve the minutes of the June 12, 2023, Regular Meeting. In a voice vote, the **motion** passed unanimously.

Item IV was addressed prior to Item III.

III. City Manager's Funding Requests for FY 2024:

Great American Beach Party - \$25,000

4th of July Celebration - \$250,000

Parks and Recreation Funding Request for FY 2024

Early installation of holiday lights to be used for Diwali on Nov. 4 - \$6,750

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison, explained the items were at the request of the City Manager to cover shortfalls for Fiscal Year 2024. She noted that staff members were present to answer questions. She reviewed the requests briefly, noting the Great American Beach Party was over Memorial Day weekend, and the holiday lights were in response to a request that the lights be installed earlier so they are lit for the Diwali celebration in early November.

Chair MacDiarmid stated the businesses pay property taxes, in addition to the assessment for being in the BBID and asked whether there would still be fireworks over

the 4th of July if the BBID did not fund the request. Carl Williams, Parks and Recreation Deputy Director, stated the fireworks are funded and would still take place.

Ms. Namour asked how the \$250,000 would be used. Mr. Williams stated staff had been directed to seek outside sponsorships and revenue sources because the money spent on events was coming directly out of the limited General Fund.

Ms. Namour asked what had been spent on the event in the past. Mr. Williams responded that the budget for Fiscal Year 2023 was approximately \$440,000, and the BBID funding would reduce the City's contribution.

Chair MacDiarmid stated her understanding of the role of the BBID is to bring in new business, and to fund events to get heads in beds and diners in restaurants. She noted the fireworks are mostly for locals and do not benefit BBID businesses. Mr. Williams explained the request further.

Mr. Fleming asserted he did not like the idea of starting the year with no money. Discussion ensued regarding the budget and the lack of impact on BBID occupancy from the event.

Motion made by Mr. Fleming, seconded by Mr. Levy, to deny the award of \$250,000 to the City's Fourth of July Celebration for Fiscal Year 2024. In a voice vote, the **motion** passed unanimously.

Chair MacDiarmid asked what the funds for the Great American Beach Party would be used for. Mr. Williams stated it was the same type of request to offset the City cost.

Mr. Fleming stated in his opinion it was the same as the previous request, and the event caters mostly to locals who bring their own food and beverages.

Motion made by Mr. Fleming, seconded by Mr. Calvo, to deny the award of \$25,000 to the City's Great American Beach Party for Fiscal Year 2024. In a voice vote, the **motion** passed unanimously.

Mr. Fleming noted that extending the holiday lights will help with darkness on the beach.

Ingrid Kindbom, Nighttime Economy and BBID Program Manager, asked how the earlier lighting would impact the Light Up event. Mr. Williams clarified.

Chair MacDiarmid asked whether the A1A streetscape project would be done by this time. Mr. Levy stated it would not be until the end of the year.

Motion made by Mr. Levy, seconded by Ms. Namour, to approve the award of \$6,750 for early installation of holiday lights in Fiscal Year 2024. In a voice vote, the **motion** passed unanimously.

Ms. Spurlock stated the Committee also needed to determine how to fund the other four (4) pending events on the spreadsheet. Discussion ensued regarding the remaining unallocated budget.

Fort Lauderdale Air Show

Mr. Fleming suggested that the Air Show be funded at \$75,000 rather than the \$100,000 requested, as that is what was contributed in 2023 and the organizers were able to manage sponsorships. He noted they had received funds for many years and had not been able to do the event on their own.

Motion made by Mr. Calvo, seconded by Ms. Namour, to fund the Air Show at \$75,000 in Fiscal Year 2024. In a voice vote, the **motion** passed unanimously.

Friday Night Sound Waves and LOOP Activation

Chair MacDiarmid noted a lot of successful events were included in the activation.

Ari Glassman shared that she was also working with Short Beach Shakes. (pop-up Shakespeare) as a new way to activate the park. She noted that the early lighting for Dewali would be a benefit to the programming.

Mr. Fleming stated the programming brings goodwill to the beach and helps to curtail homelessness in the park.

Chair MacDiarmid added that it also gives guests a place to go.

Motion made by Ms. Johnson, seconded by Mr. Fleming, to fund Friday Night Sound Waves and the LOOP Activation at \$175,000 in Fiscal Year 2024. In a voice vote, the **motion** passed unanimously.

Fort Lauderdale Food and Wine Festival

Chair MacDiarmid stated the events surrounding the Fort Lauderdale Food and Wine Festival are confusing, including what hotels are used. Ms. Namour noted they had used the Ritz this year.

Ms. Johnson briefly explained the sponsorship packets which are sent out and stated hotels have to agree to participate. Discussion ensued regarding the events held.

Ina Lee stated she was extremely impressed by the event this year, and they have done an amazing job of elevating Fort Lauderdale as a “foodie” destination. She asserted it replaces the South Beach Food and Wine Festival and draws major national chefs. She pointed out they also do additional events throughout the year.

Chair MacDiarmid suggested a contribution of \$50,000. Discussion continued.

Motion made by Mr. Levy, seconded by Mr. Calvo, to award \$70,000 to the Fort Lauderdale Food and Wine Festival for Fiscal Year 2024. In a voice vote, the **motion** passed unanimously.

Winterfest

Ms. Johnson suggested that the Winterfest contribution be kept the same.

Motion made by Ms. Namour, seconded by Ms. Johnson, to award Winterfest \$25,000 in Fiscal Year 2024. In a voice vote, the **motion** passed unanimously.

Discussion ensued regarding approval of Committee decisions by the City Commission and the process followed.

Ms. Spurlock suggested Chair MacDiarmid or Vice Chair Fleming attend the first budget hearing to explain the denial of the City requests.

Item IV was addressed prior to Item III.

IV. FY 2023 LauderGo Funding Request - \$19,000

Lisa Marie Glover, Transportation Division Manager, made a presentation regarding the LauderGo Micro Mover powered by Circuit. She noted the program had come against a \$19,000 deficit for Fiscal Year 2023 and asked that the Committee consider a grant to assist the program. She reviewed maps and graphs showing “hot spots” in the City for pickups and drop offs.

Ms. Spurlock reviewed the Committee’s budget and funding requests for Fiscal Years 2023 and 2024, including previous approvals and pending requests.

Mr. Levy stated the program is great and helps travelers to come to the beach, which benefits all of the businesses.

Chair MacDiarmid asked whether the funding would be for the nine (9) vehicles. Ms. Glover confirmed there would not be vehicles added.

Ms. Namour asked what the \$19,000 request would cover. Ms. Spurlock stated it would be utilized to meet the budget shortfall. Discussion ensued regarding the program’s revenues, including advertising and the possibility of charging a small fee for the service.

Ari Glassman stated other cities are putting postcards in the vehicles with a QR code linking to things to do. She suggested Fort Lauderdale consider the same.

Motion made by Mr. Fleming, seconded by Mr. Levy, to approve the award of \$19,000 to LauderGo for Fiscal Year 2023. In a voice vote, the **motion** passed unanimously.

V. Sarah Says

Ms. Spurlock shared that the South Beach Parking Lot improvements which the BBID is helping to fund has not received any bidders, so procurement staff is looking at a change in strategy and the work will not happen this year. Discussion ensued regarding the improvements planned to make events more turnkey.

Ms. Spurlock noted that James Carras, Carras Community Investment, was present to discuss the BBID expansion.

Mr. Carras stated he had emailed the Committee members to request individual appointments over the next three (3) weeks to discuss the feasibility study for expansion. He noted an online survey would be launched the following day, and he would also forward that link to the Committee to share with other stakeholders. He stated a draft of the expansion plan would be shared at the August meeting.

Mr. Levy asked for clarification on what was being asked in the individual meetings, and whether the intent was to get background on the properties already in the BBID.

Mr. Carras confirmed he would be looking to get a sense of what has been going well and where there is room for improvement, the issues the beach is facing, and the role the BBID should play. He noted things have changed dramatically since the BBID was originally formed, much of it because of the resources allocated through the creation of the district.

Ms. Spurlock reminded the Committee that the next BBID meeting would be at the Community Beach Center in the Galt Ocean Mile, where Mr. Carras would present regarding the proposed expansion.

Chair MacDiarmid stated that she and Ms. Namour would not be present at the August meeting, but they would check with their alternates.

VIII. Board Member Input

Chair MacDiarmid asked when Ms. Spurlock would be leaving the City. Ms. Spurlock shared that the date was September 30, but the discussion was ongoing.

Chair MacDiarmid stated she would be sorry to see Ms. Spurlock go and recognized her for efforts to improve and implement processes.

Mr. Levy stated the streetscape project is going well, with small portions closed at a time as promised. Other members of the Committee agreed.

Chair MacDiarmid asked whether she could call in for the August meeting. Ms. Spurlock noted they would need to get special approval, but it may be an option.

Chair MacDiarmid asked how food and beverage service on the beach is going. Discussion ensued regarding challenges, including staffing issues due to the heat and physical wear of walking in the sand, not being as lucrative as was originally thought, and liabilities related to the liquor license.

IX. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:28 p.m. The next Regular Meeting of the BBID will be August 14, 2023, at 3:30 p.m.

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

Attachments:

LauderGo Funding Request PowerPoint