

# City of Fort Lauderdale

*City Hall  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301  
[www.fortlauderdale.gov](http://www.fortlauderdale.gov)*



## Meeting Minutes

**Wednesday, October 18, 2017**

**12:00 PM**

**Joint Workshop with Beach Business Improvement District**

**Advisory Committee  
Sonesta Fort Lauderdale Beach,**

**Horizon Room on Penthouse Level**

**999 N Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33304**

### **CITY COMMISSION WORKSHOP**

***FORT LAUDERDALE CITY COMMISSION***

***JOHN P. "JACK" SEILER Mayor - Commissioner***

***BRUCE G. ROBERTS Vice Mayor - Commissioner - District I***

***DEAN J. TRANTALIS - Commissioner - District II***

***ROBERT L. McKENZIE - Commissioner - District III***

***ROMNEY ROGERS - Commissioner - District IV***

***LEE R. FELDMAN, City Manager***

***JOHN HERBST, City Auditor***

***JEFFREY A. MODARELLI, City Clerk***

***CYNTHIA A. EVERETT, City Attorney***

## ROLL CALL

**Present 5** - Commissioner Robert L. McKinzie, Commissioner Romney Rogers, Vice Mayor Bruce G. Roberts, Commissioner Dean J. Trantalis and Mayor John P. "Jack" Seiler

**Also Present:** City Manager Lee R. Feldman, City Clerk Jeffrey A. Modarelli, City Attorney Cynthia A. Everett, City Auditor John Herbst, Assistant City Clerk David Solomon, Senior Assistant City Attorney Paul Bangel, Beach Area Manager Community Redevelopment Agency (CRA) Donald Morris, Senior CRA Project Manager Thomas Green, CRA Project Manager Chijioke Ezekwe, CRA Administrative Aid Lizeth DeTorres and Director of Parks and Recreation Phil Thornburg

**BID Members Present:** Chair Eduardo Fernandez - Greater Fort Lauderdale Chamber of Commerce, Chintan Dadich - Conrad Hilton, Mike Fleming - Marriott Courtyard, Ina Lee - Beach Redevelopment Board and Brigette Bienvenu - W Condos, Capri Resort

**BID Members Not Present:** Kevin Kruse - B Ocean Resort, Greg Cook - Ritz Carlton Hotel and Bill Cunningham - Bahia Mar Doubletree by Hilton

## CALL TO ORDER

Mayor Seiler called the meeting to order at 12:18 p.m.

### I. Introduction

At the request of Mayor Seiler, each Beach Business Improvement District Advisory Committee (BID) member present gave a brief background of their involvement with the BID.

BID Chair Eduardo Fernandez gave opening remarks. He confirmed the reason for the Joint Meeting with the Commission is to present updates on BID efforts and goals for marketing Fort Lauderdale Beach as a world-class destination. He discussed the BID's evolution since its inception in 2007 and their consistent effort to have a balance between hosting large events and business initiatives while simultaneously maintaining the well-being and comfort of residents and visitors.

### II. Infrastructure Improvements - Fort Lauderdale Beach Parking Lot

Chair Fernandez discussed proposed infrastructure improvements

(proposal) to the South Beach Parking Lot (Parking Lot) focusing on satisfying all stakeholder needs. He deferred to Donald Morris, Beach Area Manager of the Community Redevelopment Agency (CRA) and Tom Green, Senior CRA Planner, who gave a visual presentation on this proposal.

***A copy of the presentation for this proposal is attached to these minutes.***

Mr. Morris gave an overview of current issues with the Parking Lot during setup, staging and breakdown of large events, acknowledging the Commission's position that the Parking Lot remains unavailable for parking too long. Mr. Morris confirmed meeting with event organizers to determine issues to address and reduce event's impact on parking availability. He noted there is not sufficient infrastructure in place at the Parking Lot to maintain long-term events. He confirmed the need and opportunity to address the water, sewer, and electrical infrastructure in the Parking Lot.

Senior CRA Project Manager Thomas Green gave a presentation for proposed improvements to the Parking Lot as illustrated in the attached documentation that includes a curb cut. Mr. Green discussed the existing problem and the process involved to attain improved water, sewer, and electrical infrastructure goals. This will improve logistics and operations for events in addition to providing better vehicle circulation and parking.

Mr. Morris discussed possible participation of event organizers in this endeavor. He asked for the Commission's approval of this concept to move forward and to provide direction. Mayor Seiler agreed with the concept but questioned costs and sources of funding. Discussions and comments ensued. Mayor Seiler confirmed Commission consensus on the concept presented. Vice Mayor Roberts commented on having event organizers participate in the process.

BID Member Dan Barnett confirmed he had spoken to several event organizers including Tortuga, Rip Tide, Swatch and The Boat Show, stating they are all in favor of this proposed concept to remedy current issues related to set-up and take-down time and provide cost savings. It would also allow the Parking Lot to be used in a more efficient manner.

Mayor Seiler asked about the cost of the curb cut and the possibility of putting in more than one. Mr. Morris said they want to make the curb cut temporary in order to maintain the number of parking spaces, confirming the curb cut would be opened as needed.

In response to Mayor Seiler's question about having more than one curb cut, Chair Fernandez noted the importance of being economically sensible with the initial proposal. He discussed the next steps in the process would involve architects and engineers to determine costs, viability, and stakeholder funding participation.

In response to Commissioner Rogers' question about determining the dimensions for the curb cut, Mr. Green stated the dimensions are based on the previous use of space by event organizers. Mr. Green noted one aspect to remember is the design and construction challenge due to height differences, expounding on the details to allow for the maximum amount of circulation, parking flow and the maximum amount of parking when using the curb cuts.

In response to Commissioner Rogers' question about reducing the setup and breakdown timelines, Board Member Barnett stated that the proposed infrastructure improvements would decrease these timelines.

Commissioner Rogers discussed the possibility of having elements of the staging setup being pre-fabricated. Board Member Barnett discussed several events and their differing configurations. He commented on each event's setup needing to be cost effective, confirming further meetings will take place with event organizers to determine ways to improve the process for their respective events. Further discussions ensued on this topic.

Mr. Green confirmed that the design proposal currently being presented is not set in stone and can be modified to meet the needs of all stakeholders. Mayor Seiler confirmed a consensus from the Commission and the BID on this concept.

Mayor Seiler confirmed there is need for funding participation from both the public and private sector for this proposal. Mayor Seiler recommended requesting three project estimates followed by issuing a RFQ. Commissioner Trantalis raised the issue of permitting on the beach and electrical infrastructure for events being separately metered. Mr. Green confirmed separately metered electric infrastructure would be paid for by event organizers. Board Member Barnett stated there would be no bathrooms due to space issues. Event organizers bring portable bathrooms and only want water and sewage infrastructure. Further comments ensued on the impact of water, sewer, and electrical infrastructure improvements.

Commissioner Rogers commented on the need to plan for the best at the outset, reaffirming the goal of not shutting down any portion of the

Parking Lot.

Mr. Green discussed preliminary cost estimates and confirmed the next steps in the process are to gather information from all stakeholders. Mayor Seiler stated prior to moving forward, there is a need to have a grasp on the estimated costs, discussing the importance of having a preliminary estimate and commitments from those contributing funding. City Manager Feldman stated the approximate cost would be between \$500,000 and \$750,000.

Chair Fernandez stated the BID would contribute \$50,000 toward a third-party consultant for the preparation of an accurate cost estimate of the project. Mayor Seiler asked about the BID's financial commitment for this project over the long term. Chair Fernandez stated the BID is looking to cover the majority of costs and is looking to other stakeholders for a financial contribution. Further discussions continued on event organizers financial contributions.

Mayor Seiler confirmed there is a consensus among the Commission and the BID for this proposal's cost up to \$1,000,000. Mayor Seiler reiterated the need to bring back a rough dollar estimate prior to the issuance of a RFQ. He confirmed a consensus at this time to move forward to pursue only an estimate. This would be followed by a discussion on how the project will be funded. Mayor Seiler confirmed the funds would be from the BID, not the Beach CRA, due to the location of the project. Mayor Seiler suggested bringing back a rough estimate of the mechanics of the project along with a financial proposal that discusses the financial commitments from all stakeholders, including the private sector. Further comments and discussions ensued on this topic.

### III. Special Events

#### a. BID Sponsored Events

Chair Fernandez introduced the Special Events portion of the agenda, referring to page two of the presentation sheet entitled *Special Events on the Beach*. He commented on community input about too many events held on the beach, noting the need to separate what is actually occurring from this perception. Chair Fernandez noted the highlighted events listed on page two supported by the BID, discussing those events that could be removed from the list. He confirmed the BID has only supported a handful of large scale events on the beach. Chair Fernandez acknowledged the impact of a large number of events on the community. He discussed the evolution of marketing the beach to take advantage of economies of scale regarding infrastructure, and Fire and

Police Department coverage, etc.

Board Member Lee commented on the advantages of the BID's support of large beach events that provide major media exposure, creating a vision of the City being a world-class environment attracting visitors. The BID does not wish to have additional events on the beach but wishes to host large events that impact and promote business and tourism.

b. City Surcharge - Beach Event Fund

Board Member Barnett discussed the concept of a City surcharge, commenting on how this is handled in other cities. A surcharge is charged to the event organizer and goes into a City fund to reimburse future infrastructure, maintenance, and landscaping costs for the beach. The surcharge increases based upon the cost of the event ticket. Board Member Barnett cited specific examples. After conversations with event organizers, he confirmed their support of the surcharge. There would only be a surcharge when there is financial transaction, i.e., the purchase of a ticket. Board Member Barnett further expounded on these types of situations in other cities.

Mayor Seiler asked City Auditor John Herbst about paying a surcharge for tickets at paid events on City property. City Auditor Herbst confirmed the City's position of equal treatment for entities using City facilities, stating this would not create a barrier for this proposal. He note there is more flexibility in the surcharge due to it not being regulatory fees which are required to be consistent.

City Attorney Everett commented on her position that the concept needs to be fully outlined and reviewed. Mayor Seiler commented that he favors the concept of a surcharge as long as the City Auditor and the City Attorney agree that all are being treated fairly. Vice Mayor Roberts addressed City Attorney Everett's comments, suggesting she follow the mechanism of other municipalities and possibly change the City's Ordinances as necessary to enact this concept.

Commissioner Rogers concurred with the concept of a surcharge, noting the community can deal with inconveniences from large events when they realize a benefit such as improvements to the beach.

Mayor Seiler confirmed a consensus for a City surcharge for sponsored events that will be reviewed by the City Attorney's Office and the City Auditor's Office. Mayor Seiler discussed the possibility of a surcharge for other events such as marathons. He confirmed a consensus on this

surcharge as well.

In response to Mayor Seiler's inquiry, Chair Fernandez stated the Tortuga Music Festival has never come to the BID for financial support.

c. New Event RFP

Chair Fernandez framed the context of a new event RFP, stating the City is a world-class destination that should attract major events with a new event RFP that outlines the parameters. The RFP would be solicited to world-class organizations such as Swatch that are skilled in these types of events.

Board Member Barnett expounded on a new RFP and the BID's goal of continuing to meet the objective of the beach being a destination and increasing the level of the brand achieved. He discussed examples of the types of events the BID would like to see come to the beach that a RFP would serve to attract.

Mayor Seiler commented on some of the events suggested by Board Member Barnett, stating that prior to issuing a new event RFP, infrastructure issues need to be addressed including the commitment of funds from the BID and implementation of a surcharge.

Vice Mayor Roberts concurred with Mayor Seiler's comments. He stated it may be too soon for an additional major new event.

Commissioner Trantalis concurred on the need to first get the infrastructure issues addressed. He commented on beach residents being overwhelmed with major events on the beach, recommending reviewing major events on a case by case basis with the goal of hosting major media producing events that promote the City. Further discussions continued on the proposed event surcharge for nonprofits such as the Florida AIDS Walk.

Commissioner McKinzie concurred on the idea of waiting on the new RFP until infrastructure issues are addressed and then looking at new events on a case by case basis.

Mayor Seiler noted the infrastructure improvements will serve to lessen the negative impact of large events on the community. Vice Mayor Roberts commented on the concurrent CRA improvements currently going on in the beach area which impact residents.

Chair Fernandez acknowledged the Commission's sensible approach to new events on a case by case, expounding on circumstances surrounding the Swatch event. Further discussions ensued on this topic.

#### **IV. Ambassador Program**

Board Member Barnett described the Ambassador Program as a concierge service on the beach, citing examples and noting they would be the eyes and ears of police teams on the beach. They would wear uniforms similar as those in the downtown area. They would work weekends and the holidays during December and spring break.

Commissioner Trantalis discussed aspects of the Ambassador Program being similar to parenting, advising what is and is not allowed on the beach. Board Member Barnett agreed, confirming this is similar to the way this service is managed in the downtown area. Chair Fernandez concurred with these comments about the beach concierge program, noting this service is scalable and can be increased. The BID is now part of the RFP with the Downtown Development Authority (DDA). Mr. Morris commented on participation in other areas of the City with this type of program. Board Member Barnett stated the estimated cost is approximately \$150,000 for the base model.

Board Member Lee said she is a proponent of the Ambassador Program, commenting on the success of this program in Palm Beach. Ms. Lee noted the City donates \$100,000 to the DDA's Ambassador Program and the BID would like to be treated in the same manner. Mayor Seiler noted the Ambassador Program in the downtown area was due to the homeless issues in that area.

City Manager Feldman commented on the difference atmosphere at the beach versus downtown, noting possible modifications that may be needed, i.e., a more beach oriented uniform and different training. Chair Fernandez commented on staffing aspects of the Ambassador Program that could be similar to current hotelier valet services on the beach. Discussions ensued on the different responsibilities of Ambassador Programs in each area of the City.

Board Member Lee noted the need for communicating to residents that the Beach Ambassador Program is a complement to police enforcement as well as a welcoming service to assist beach goers and tourists.

Commissioner Trantalis and Chair Fernandez commented on the latitude for using funds from event surcharges.



Mayor Seiler reiterated the need to not confuse Ambassador Program roles in different areas of the City.

Board Member Barnett and Mr. Morris commented on the progress of a RFP. Mr. Morris noted the need to change the requirements for each area of the Ambassador Program. Mayor Seiler commented on the possibility of a sponsorship for the Beach Ambassador Program.

## **V. Public Art Proposal**

Chair Fernandez commented on the lengthy BID discussions on Public Art to bring culture to the beach, citing possible examples. The BID met with the representative of Broward County's Arts Director. There are critical areas up and down the beach for art display. Chair Fernandez stated now is the time to put together an RFP for a third-party consultant to manage this opportunity, expounding on possible alternatives.

Commissioner Trantalis commented on various types of iconic art.

Mayor Seiler concurred with the concept of art on the beach, suggesting a meeting with Bonnie Clearwater, Director of the Fort Lauderdale Museum of Art (Museum), for suggestions about an art in public places rotation that could spill over into the marketing of the Museum. Further discussions continued on this topic.

Chair Fernandez reiterated the RFP would serve to have third party coordinate and manage the program. The estimated contribution from the BID would be a one-time fee of \$50,000-\$60,000 for development. Further discussions continued on consulting Director Clearwater prior to issuing an RFP.

Vice Mayor Roberts commented on the importance of a rotation of art that will serve to make the community more vibrant and encourage competition. Board Member Lee noted the unique beach environment that may impact art due to weather conditions.

Board Member Barnett commented on locating art on City owned properties. Commissioner Trantalis commented on similar efforts in other parts of the City, citing NE 13th Street as an example.

In response to Mayor Seiler's inquiry, City Manager Feldman concurred that art on the beach is a great idea, commenting on other areas in the country utilizing this opportunity. There was a consensus on rotating art in public places on the beach. Further discussions continued on this topic.

## **VI. Expediting Process for Special Event Permits on the Beach**

Chair Fernandez discussed expediting the process for Special Permits for events on the beach, i.e., receptions in conjunction with hotelier convention events. This would allow hoteliers on the beach to compete with other convention destinations.

Board Member Chintan Dadich spoke about the importance of timing and having a comfort level to be able to confirm with a prospective convention meeting planner on the ability to host a cocktail party type event on the beach within a 5-7 day timeframe. Not having this ability puts beach hoteliers at a competitive disadvantage with other convention meeting destinations. There needs to be a mechanism for a faster approval with the City.

Mayor Seiler confirmed his support of a streamlined Special Event Permitting Process to include a maximum footprint, noting the need for a traffic plan for attendees crossing A1A, a security guard, and a roped off area to control alcohol consumption. Discussions continued on having a process in place that allows a hotelier to come to the City and address these criteria issues without making the hotelier go through a lengthy approval process. There was a consensus among the Commissioners that this is an appropriate concept.

In response to Vice Mayor Roberts question regarding current permit delays, Chair Fernandez gave the Hilton's ten-year anniversary as an example.

Mayor Seiler discussed limiting an event's footprint to allow for a streamlined approval then pursuing other agency approvals (County and State). Vice Mayor Roberts questioned the length of state permit approvals. City Manager Feldman explained the state would approve permits on an event by event basis.

City Manager Feldman commented on the timeline for state approval for beach permitting, commenting on the creation of an event criteria checklist. Vice Mayor Roberts commented on ways to accelerate the approval process. Comments and discussion ensued on ways the BID could create a criteria checklist with a specific footprint to streamline special permitting approval for beach events. Board Member Barnett discussed the importance of receiving support from Staff and the Commission. Further discussions and comments ensued on this issue.

Board Member Lee acknowledged Bill Schultz and his team for their recent work representing the City of Fort Lauderdale in Indianapolis. She stated major events have become much easier to bring about due to their efforts.

Mayor Seiler stated that the first pass for storm debris pickup has been completed and the clean-up crew has been directed to do a second pass to ensure the beach area is ready for the upcoming Boat Show. He asked BID members in attendance to notify the City should any area of the beach require additional debris pick-up.

Chair Fernandez thanked the Commission for their support, commenting that the BID is very focused on ensuring Fort Lauderdale is viewed at the highest level as a destination for the benefit of residents, businesses and visitors.

## **ADJOURNMENT**

Mayor Seiler adjourned the meeting at 1:46 p.m.

Provided  
@ Joint Meeting  
by Staff

10/18/2017

Item II. Fort Lauderdale Beach Parking Lot

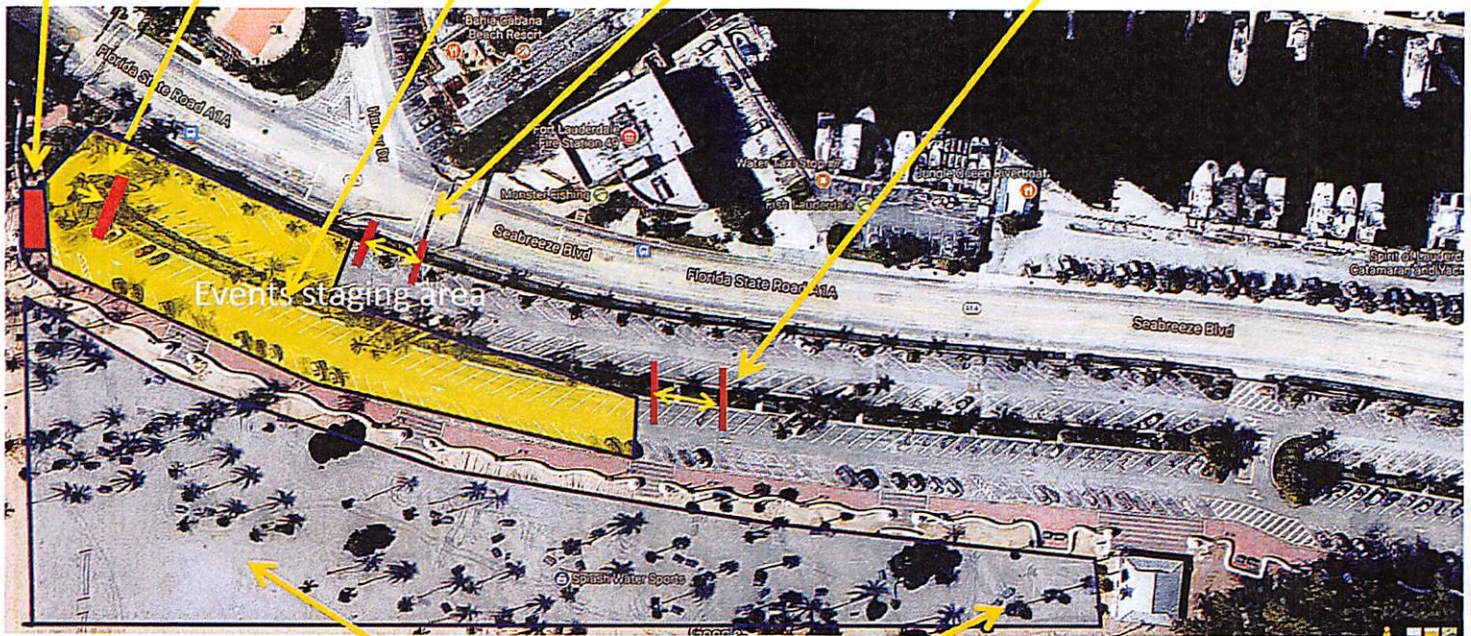
Proposed curb/median cut in parking lot

Events staging area. Will be blocked off from public during events.

Proposed median cut for truck/car u turns' in parking lot.

Beach entrance

Proposed curb cut on A1A



Area for expansion of water/sewer/electrical lines for beach events (concerts, volleyball matches, etc)

→ N

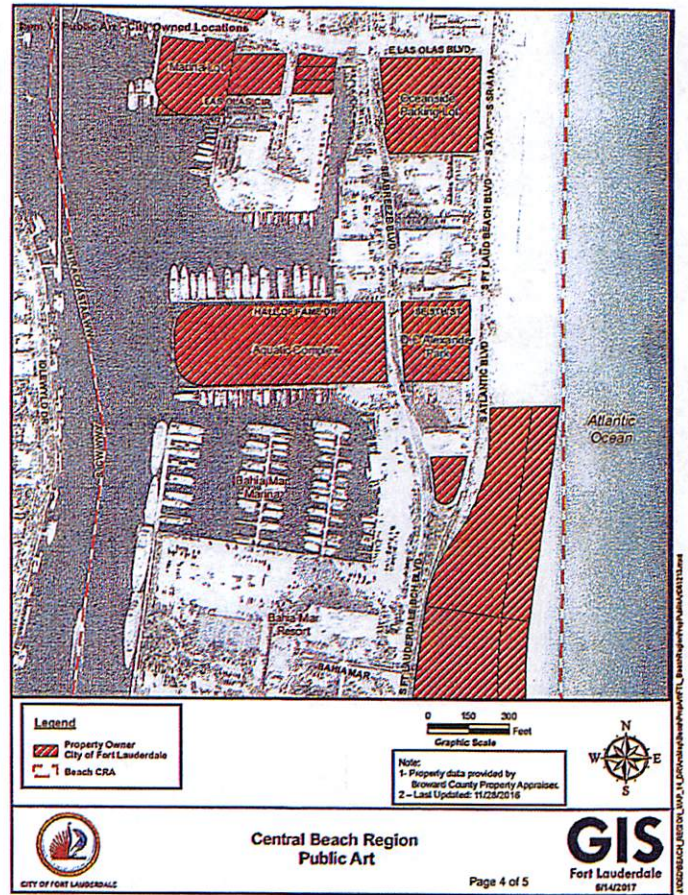
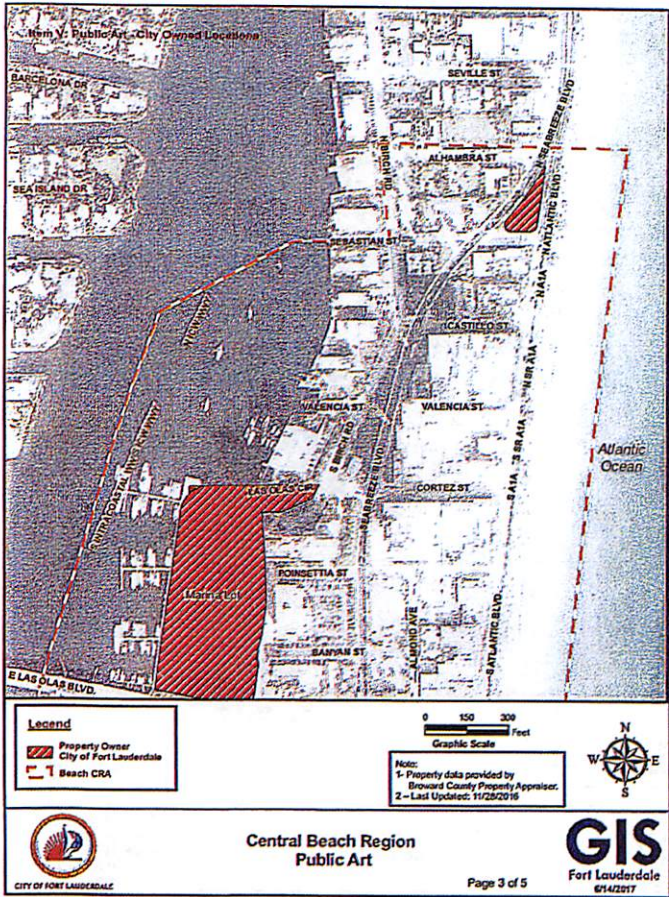


CENTRAL BEACH SPECIAL EVENTS CALENDAR - BID FUNDED EVENTS FY 2017				
MONTH	EVENT DATES	SETUP/STRIKE DATES	EVENT NAME	AMOUNT SPENT
OCTOBER 2016	20-23		Dig the Beach Volleyball Series- Fort Lauderdale Beach Park	
	22		Elevate Beach Workout- Fort Lauderdale Beach Workout	
NOVEMBER 2016	1-5	Oct 28 to Nov 11	Fort Lauderdale International Boat Show	
	13		Fort Lauderdale Half Marathon-SW 1 <sup>st</sup> Ave & SW 2 <sup>nd</sup> St & Fort Lauderdale Beach	
	14-15		Michelob Ultra 13.1 FTL Beach Park	
	19-20		Fort Lauderdale Grand Prix of the Seas (Jet Ski Racing) - Fort Lauderdale Beach Park	
	22		Light Up The Beach	\$ 8,000.00
	26		Turkey Trot- DC Alexander Park	
DECEMBER 2016	2-3	Nov to Dec 5	Riptide Music Festival	\$ 350,000.00
JANUARY 2017	12-15		Dig the Beach Volleyball Series- Fort Lauderdale Beach Park	
FEBRUARY 2017	19		PUBLIX A1A Marathon/Half Marathon- Esplanade Park/Fort Lauderdale Beach Park	
	7-12	Jan 23 to Feb 23	Swatch Volleyball - Fort Lauderdale Beach Park	\$ 100,000.00
	22-26		SOBEWFF	\$ 65,000.00
	26		PRIDE Fort Lauderdale	\$ 20,000.00
MARCH 2017	10- Nov.10		FNSW (Every Friday for 36 weeks, ending november)	\$ 150,000.00
	19		Florida Aids Walk & Music Festival- Fort Lauderdale Beach Park	
	26		Florida Aids Walk & Music Festival- Fort Lauderdale Beach Park	
APRIL 2017	7-9	March 24 to April 21	Tortuga Festival - Fort Lauderdale Beach Park	
MAY 2017	2-3		USA Volleyball Junior Beach Tour- Fort Lauderdale Beach Park	
	6-7	May 3 to May 8	Fort Lauderdale Air Show	\$ 100,000.00
	9		Elevate Beach Workout- Fort Lauderdale Beach Park	
	13		Covenant House 5K- The Parrot Lounge & A1A	
	13-14		Volleyball Tournament - Fort Lauderdale Beach Park	
	16-17		EVP Volleyball Tournament- Fort Lauderdale Beach	
	20-21		EVP Volleyball Tour- Fort Lauderdale Beach Park	
	23-24		Florida Beach Volleyball Tour- Fort Lauderdale Beach Park	
	27		Great American Beach Party- Fort Lauderdale Beach	
	27-28		Volleyball Tournament- Fort Lauderdale Beach Park	
	29		SEFFA 19 <sup>th</sup> Annual Beach Volleyball Tournament- Fort Lauderdale Beach Park	
	30-31		Bahia Mar, A1A & Fort Lauderdale Beach parking lot - Marathon	
JUNE 2017	8-Sep 2		Young At Art of Broward, Inc - Love & Art on Fort Lauderdale Beach	\$20,000
	24-25		Volleyball Tournament- Fort Lauderdale Beach Park	
	27-28		Florida Beach Volleyball Tour- Fort Lauderdale Beach Park	
JULY 2017	4		July 4 <sup>th</sup> on Fort Lauderdale Beach	
	15-16		Volleyball Tournament- Fort Lauderdale Beach Park	
	18-19		Florida Beach Volleyball Tour- Fort Lauderdale Beach Park	
	25-26		Dig the Beach Volleyball Series- Fort Lauderdale Beach Park	
AUGUST 2017	8-9		Florida Beach Volleyball Tour- Fort Lauderdale Beach Park	
	12-13		Volleyball Tournament- Fort Lauderdale Beach	
SEPTEMBER 2017	2-4		Labor Day Weekend - TBD Potential BID RFP Event	TBD
	10		Pawsup & Surf Competition- Fort Lauderdale Beach Park	
	17		Naked Feet 5K- Fort Lauderdale Beach Park	
BID Funded Events FY2017				\$ 813,000.00





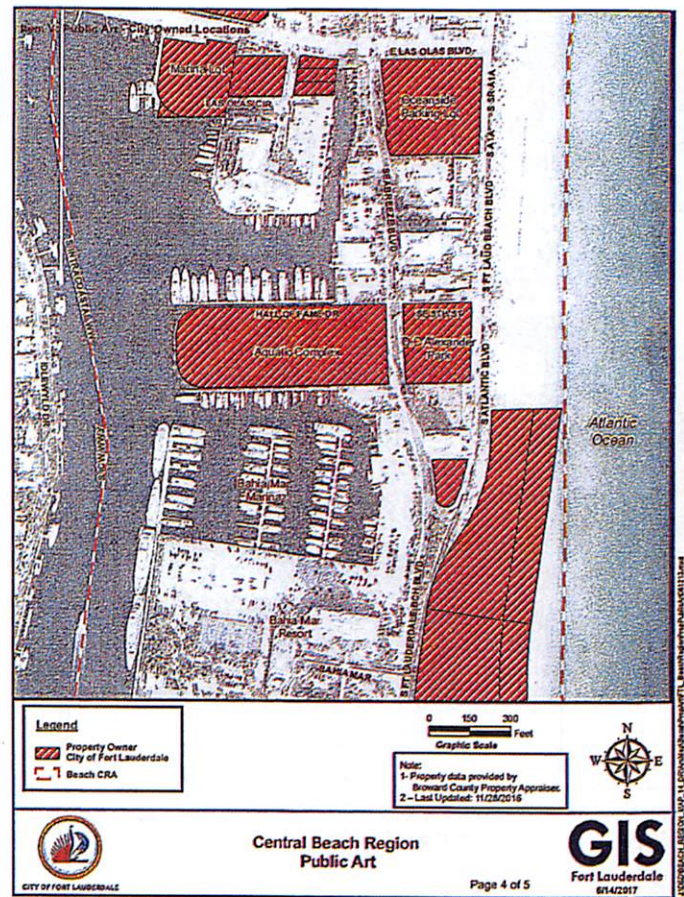
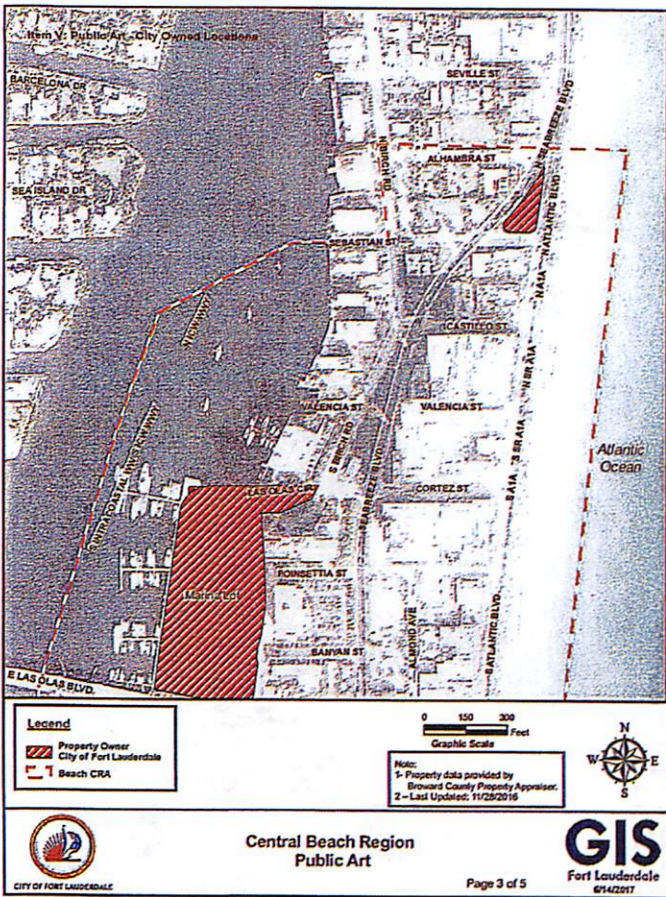


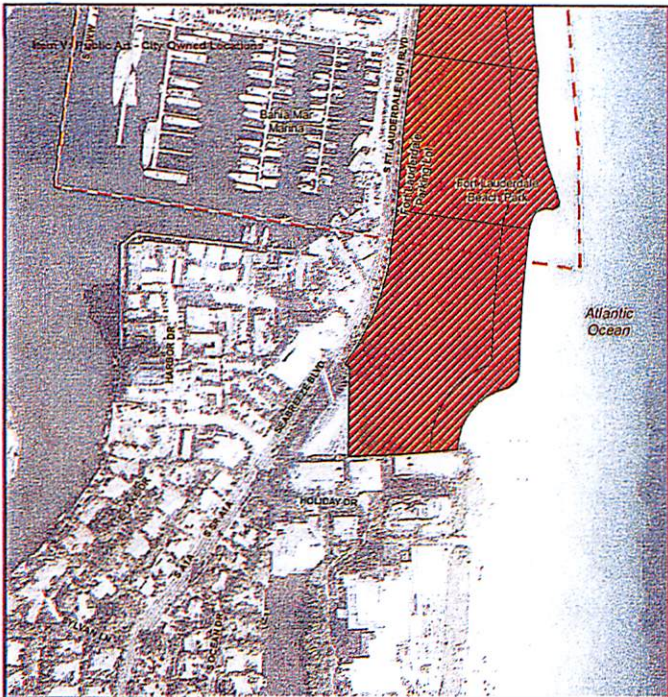












- Legend**
- Property Owner  
City of Fort Lauderdale
  - Beach CRA

0 150 200  
Feet  
Graphic Scale

Note:  
1- Property data provided by  
Broward County Property Appraiser.  
2- Last Updated: 11/25/2018



Central Beach Region  
Public Art

Page 5 of 5

**GIS**  
Fort Lauderdale  
6/14/2017

\\nas02\GIS\GISDATA\Map\_Series\CentralBeachRegion\PublicArt\Map\_Series\_CentralBeachRegion\_PublicArt\_11.mxd

