

DRAFT

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

Monday, November 8, 2021, 3:30 P.M.

CITY HALL, 1st Floor Chamber Room

100 North Andrews Avenue

Fort Lauderdale, FL 33301

MEMBERS	September 2021 – August 2022				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
The "W" Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	3	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	3	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	P	3	0	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	3	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	3	0	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	P	3	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	A	2	1	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	3	0	0	0

Staff

Tasha Cunningham, BID Manager
Sarah Spurlock, Night Time Economy Manager
Cija Omengabar, CRA Planner/Liaison
Clarence Woods, Northwest CRA Manager
Lizeth De Torres, CRA Senior Administrative Assistant
Crysta Parkinson, Prototype, Inc.

Guests

Ina Lee
Carlos Suarez
Michelle Addison
Jessica Graves
Matt Lorraine
Kate Reed
Phill Marro

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.

Chair MacDiarmid reminded the Board to disclose any conflicts of interest with each funding request and reviewed the purpose of the BID.

II. Approval of Meeting Minutes

- **Regular Meeting – October 18, 2021**

Motion made by Mr. Medeiros, seconded by Mr. Kusich, to approve the minutes of the October 18, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Review and Discussion – Current Budget and Events Funding History

Sarah Spurlock, Nighttime Economy Manager, shared a current version of the BID budget and discussed events funded or planned for FY22. She explained the reserves balance and stated any future funding requests for the year would come out of reserves. Continuing, she provided a funding history and discussed the objective of providing events with seed money with the intent to eventually phase out funding.

IV. Funding Request (\$25,000) – Seaglass Fort Lauderdale Rosé Experience

Carlos Suarez, President, Seaglass Group, LLC, provided a brief background on the Seaglass Fort Lauderdale Rosé Experience event and the organizing team. He introduced Michelle Addison and Jessica Graves and showed an event video.

Ms. Addison provided details of the expanded event, with a projected attendance of 2,400. She discussed events to include live music, culinary pairings with celebrity chefs, and activation on the beach. She shared information on partners and marketing.

Ms. Graves discussed expansion into additional markets with digital marketing and social media influencers. She noted a variety of hotel packages and unique experiences, including tastings, shopping, and yoga to draw different demographics.

Ms. Addison highlighted some of the participating celebrity chefs. Mr. Levy suggested Fabio Viviani be added to the list.

Ms. Spurlock asked if the event had City approval. Mr. Suarez stated the paperwork was in, and attorney Stephanie Toothaker was working on the issue but a vote by the City Commission had not yet occurred.

Chair MacDiarmid asked if it was a conflict of interest if their hotels were sponsors. Discussion ensued as to partnership with the hotels and potential financial gain. Chair MacDiarmid and Ms. Johnson stated their hotels had paid for cabanas. Discussion continued, and it was determined the event was ticketed and the involvement did not constitute a conflict of interest.

Ina Lee commented on the importance of the event as a part of branding Fort Lauderdale Beach as a foodie destination. She noted it did not say South Beach.

Mr. Medeiros asked about the food and drink at the event, and Mr. Suarez responded.

Chair MacDiarmid stated people were already talking about the event. She noted the production is amazing, and it's the sort of event properties want to have.

Mr. Medeiros commented on the return on investment and stated for an event with a projected attendance of 2,400, he thought the ask was too significant.

Mr. Kusich asked whether the BID had supported the event in the past. Chair MacDiarmid stated it was the first time.

Mr. Kusich asked the plan to grow the number of attendees. Mr. Suarez stated they had doubled the number of cabanas and discussed other expansion of the event. He asserted 6,000 visitors were expected.

Mr. Levy asked why the event was being held in January. Mr. Suarez explained they had pushed it back from May to have more time for COVID-19 recovery. Discussion ensued regarding the event date.

Motion made by Mr. Kusich, seconded by Mr. Levy, to approve funding of the Seaglass Fort Lauderdale Rosé Experience at \$12,500. In a voice vote, the **motion** passed unanimously.

V. Funding Request (\$10,000) – 13.1 Fort Lauderdale, Relay, and 10k

Matt Lorraine, CEO, Exclusive Sports Marketing, Inc., presented regarding the 13.1 Fort Lauderdale event. He provided a brief history of the run and discussed the distances available to reach a wider audience. He discussed the demographics of participants, their travel, and the average stay in the area. Continuing, Mr. Lorraine explained the event marketing plan and challenges the organizers were working to overcome after taking it over in 2019. He shared branding examples.

Mr. Medeiros asked about the timeframe of the event in the past.

Mr. Lorraine stated it was previously held in November, but people were responding favorably.

Mr. Medeiros stated there would be traffic issues with the December date.

Mr. Levy agreed. He stated he did not see a lot of out-of-town people attending a week before Christmas.

Chair MacDiarmid stated it was the busiest week for the hotels. Mr. Lorraine responded that they were open to different dates for future events.

Mr. Medeiros reiterated his previous comment regarding return on investment.

Mr. Kusich stated the date of the event was an issue.

Discussion ensued regarding not funding the event.

Motion made by Mr. Medeiros, seconded by Mr. Levy, to not fund 13.1 Fort Lauderdale. In a voice vote, the **motion** passed unanimously.

Chair MacDiarmid stated she would like to see Mr. Lorraine present again in the future. Mr. Lorraine asked for and received input on dates.

Chair MacDiarmid stated it is never easy to say no and thanked the BID for thinking of the funds and what would best help Fort Lauderdale Beach.

VI. Funding Request (\$75,000) – Greater Fort Lauderdale Food & Wine Festival

Kate Reed, President, and Phill Marro, Vice President, Greater Fort Lauderdale Food & Wine Festival, Inc. presented regarding their event. Ms. Reed provided a history on bringing a food and wine festival to Fort Lauderdale and discussed the selection of the dates in January. She discussed the inaugural event in 2019.

Mr. Marro reviewed a breakdown of the attendees and their demographics from the 2019 event and expansion which was taken on as a result.

Ms. Reed discussed signature events, including a poolside BBQ battle, grand tasting, and family day. She discussed the events scheduled for Las Olas Oceanside Park, and reviewed efforts to market in other areas. She shared some of the partners involved and reviewed packages available. Continuing, she stated the festival organizers were looking for the BID to be the host of the two (2) main signature events.

Mr. Fleming asked about the celebrity chef aspect of the event. Ms. Reed discussed efforts to highlight personalities in the Fort Lauderdale area to draw people in.

Chair MacDiarmid inquired regarding the family day. Ms. Reed provided further detail.

Chair MacDiarmid stated it was great to have Fort Lauderdale food and wine. She asked about events scheduled for the establishments along the beach. Ms. Reed stated they had not yet announced all of the events, and noted they also planned to activate each month of the year.

Mr. Medeiro asked what the BID funds would be used for. Ms. Reed stated marketing would be a big piece of it, along with the costs of rebranding and moving to the beach.

Motion made by Mr. Levy, seconded by Mr. Kusich, to approve funding of the Greater Fort Lauderdale Food & Wine Festival at \$75,000. In a voice vote, the **motion** passed unanimously.

VII. BID Manager Update

- **Co-Op Promotional Campaign Update**

Tasha Cunningham, BID Manager, explained the presentation on the promotional campaign in partnership with Visit Lauderdale had been moved to December.

- **Food and Beverage Program**

No update.

VIII. Communications to the City Commission

None.

IX. Old/New Business

- **January Rebranding Workshop Meeting Date Options**

Ms. Spurlock stated the Board wanted to have a workshop in January to review the rebranding. She shared potential dates and asked for input. Consensus was to hold the meeting on Thursday, January 13 at 3 p.m.

- **December Meeting Agenda Item Recommendations**
 - **Co-Op Promotional Campaign Presentation**
 - **Myfortlauderdalebeach.com Quarterly Update**
 - **Las Olas Marina MOT Plans Presentation**
 - **South Beach Park Infrastructure Project Presentation**

Ms. Spurlock shared items planned for the December agenda.

Ms. Omengebar stated an application from Tortuga Music Festival had been received earlier in the day, asking for \$750,000 over three (3) years. Discussion ensued regarding the requested three (3) year commitment and entertaining the presentation.

Chair MacDiarmid discussed City staffing of the BID, noting Ms. Spurlock had been added to the team and Ms. Omengebar would no longer be working with the BID.

Ms. Spurlock explained she was interviewing for the position and outlined the process for hiring and transition.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:50 p.m. The next Regular Meeting of the BID is scheduled for December 13, 2021, at 3:30 p.m.

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

Attachments:

Seaglass Fort Lauderdale Rose Experience PowerPoint presentation
13.1 Fort Lauderdale PowerPoint presentation
Greater Fort Lauderdale Food & Wine Festival PowerPoint presentation
BID Manager Update PowerPoint presentation