

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
REGULAR MEETING  
Monday, January 10, 2022, 3:30 P.M.  
CITY HALL, 1<sup>st</sup> 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	5	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	5	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	A	3	2	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	4	1	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate (at 3:35 p.m.)	P	4	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	P	4	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	P	3	2	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	5	0	0	0

**Communications to the City Commission:**

The BID asks that the City Commission to consider not increasing the parking rates for sponsored events, at least for the next year. Chair MacDiarmid brought up sending a communication to the Commission regarding event parking. Discussion ensued as to whether the Board was interested in communicating regarding all events, or just BBID-sponsored events. Ms. Johnson shared difficulties with renting parking spaces on the

loading dock at The Westin during the past two (2) years. She stated it had become exceedingly more difficult to rent the space. Mr. Fleming stated he thought the issue to approach the Commission with was events that bring significant tax revenue to the City. Sarah Spurlock, Nighttime Economy Manager, provided additional detail regarding the backlash on increased parking rates and discussed the impacts of COVID-19 on improvements planned with the parking revenue. Chair MacDiarmid suggested requesting lowered rates for sponsored events. Mr. Fleming noted the cost was making it more difficult for organizers to have events. He asked if the focus should be on Tortuga, as they had made the request.

Motion made by Mr. Fleming, seconded by Mr. Levy, to ask the City Commission to consider not increasing the parking rates for sponsored events, at least for the next year. In a voice vote, the motion passed unanimously.

**DRAFT**

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sponsored events, at least for the next year.

### **Staff**

Sarah Spurlock, Nighttime Economy Manager & BBID Liaison  
Cija Omengebar, CRA Planner/Liaison  
Ingrid Kindbom, Nighttime Economy & BBID Program Manager  
Diana Carrillo, Transportation & Mobility Project Manager II  
Kristen Thompson, Transportation & Mobility Program Manager II  
Jamie Opperee, Prototype, Inc.

### **Guests**

Ina Lee  
Greg VanHorn

### **Presenters**

Chris Stacey, Founder, Rock the Ocean  
Jim Reid, Sr. Director of Operations, Live Nation  
Tasha Cunningham, BBID Manager  
Ari Glassman, President 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 that a quorum was present.

## **II. Approval of Meeting Minutes**

- **Regular Hybrid Meeting – November 8, 2021**
- **Regular Meeting – December 13, 2021**

**Motion** made by Mr. Fleming, seconded by Ms. Namour, to approve the minutes of the November 8, 2021, Regular Hybrid Meeting and the December 13, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

## **III. South Beach Park Parking Lot Infrastructure Project Status Update**

Diana Carrillo, Transportation & Mobility Project Manager, and Kristen Thompson, Program Manager, provided a presentation on the South Beach Park parking lot infrastructure project. She discussed changes, including removal of water and sewer and an entrance from the original plan.

Chair MacDiarmid asked representatives from Rock the Ocean to comment on the proposed water and sewer set up.

Jim Reid, Sr. Director of Operations, Live Nation, shared his thoughts. He noted that he liked the curb cuts and agreed with the water decision. He asked how much power there would be available, and Ms. Carrillo responded briefly.

Mr. Reid commented on power needs and suggested adding fiber as a benefit to putting on events in the space.

Mr. Fleming noted part of the reason for the additional curb cuts was to help small events, so they didn't have to pay for as much parking. Discussion continued regarding the park improvements.

Chair MacDiarmid asked about the time frame for the project. Ms. Carrillo explained the design time was 12 weeks and noted construction could only take place between May and August.

Chris Stacey, Founder, Rock the Ocean, offered to provide feedback on the designs.

Ms. Carrillo noted that the consultant staff was negotiating with Kimley-Horn & Associates. Discussion continued regarding power.

Mr. Fleming suggested a motion to move forward with the design and planning of the project with the intent to make the addition of fiber.

Ms. Thompson explained the fiber could be discussed with the consultant but adding it to the motion may exceed the budget.

**Motion** made by Mr. Fleming, seconded by Ms. Johnson, to move forward with the task order negotiations for the design and planning on the project and to return to the Board for additional discussion if the design exceeds the \$750,000 budget. In a voice vote, the **motion** passed unanimously.

#### **IV. Three Year Funding Request (\$750,000) – Tortuga Music Festival**

Chris Stacey, Founder, Rock the Ocean, made a PowerPoint presentation on the funding request for the Tortuga Music Festival. He showed a video of the 2021 event and provided a brief background on the festival and its demographic information. Mr. Stacey outlined how funds for the past events were used and explained the organizers were requesting \$250,000 per year for each of the next three (3) years. He discussed the reasons BID funding was still needed after eight (8) years as an event and reviewed benefits to the BID of providing sponsorship.

Chair MacDiarmid stated the Tortuga Music Festival is a great event that brings revenue to the properties, and noted she liked that the BID was being recognized as a sponsor.

Ina Lee commented as an attendee of the event and stated events like this are what drive room nights. She noted occupancy this year grew more than the Boat Show had this year and commented on national media related to the event. She commented on lack of City funds being offered for the event.

Mr. Fleming asked the reason for requesting funding for three (3) years rather than one (1) year at a time. Mr. Stacey responded the organizers were following the precedent set by Audacy and RipTide. Discussion continued regarding the potential impacts of the improved infrastructure on the event.

Mr. Levy asked how many people the event was looking for over time. Mr. Stacey stated the agreement with the City was a 40,000 per day cap, but they were not reaching it at this point.

Ms. Namour noted having attendees be able to go in and out last year had been a benefit to local hotels, restaurants, and bars. She asserted this was a great benefit.

Mr. Ansari inquired regarding the dates selected for the event. Mr. Stacey stated April had been chosen based on the Board's advice.

Chair MacDiarmid pointed the Board to the budget for review of the proposal.

Cija Omengebar, CRA Planner, pointed out staff would need to deplete reserves if the Board were to pledge the \$250,000 this year. Discussion continued regarding the availability of funds.

Mr. Stacey stated costs were going up, but a smaller number this year would still be helpful to the budget. Chair MacDiarmid responded that was going to be her proposal. She expressed concern with the three (3) year commitment.

Ms. Namour agreed they were in a difficult position, as this was a very valuable show. She stated not funding the event did not seem like a good idea.

Ari Glassman suggested the Board could advocate for the City to provide more services to keep the promoter's costs down. She pointed out the increase in parking costs.

Mr. Stacey noted that the conversation had been started, and stated they were meeting with staff following this meeting.

Mr. Reid provided additional detail on parking costs, noting in 2019 they had paid \$96,000 and in 2022 that cost was \$241,000.

**Motion** made by Mr. Fleming, seconded by Ms. Namour, to fund the Tortuga Music Festival at a level of \$150,000 this year and \$250,000 per year in years two (2) and three (3) for a total of \$650,000. In a voice vote, the **motion** passed unanimously.

## **V. MyFortLauderdaleBeach.com 2021 Admin Report**

Ari Glassman, President, rAv Communications, made a presentation of the 2021 administrative report for the website. She noted Tortuga Music Festival had been the

highest driver to the website for the past five (5) years. Continuing, she reviewed the user profile for the core visitors to the site and discussed the categories of interest, referrals, and geographical data gathered. She pointed out that 23 of the top 50 events driving traffic to the website are BID funded events. Continuing, Ms. Glassman shared social media and check-in data. She noted Facebook Live had made an impact but had been cut back in 2021. She discussed results from original content and shared content, and reviewed engagement on email campaigns.

## **VI. BBID Manager Update**

- **Marketing and Promotion with Grant Recipients**

Tasha Cunningham, BID Manager, shared marketing and promotions for the Greater Fort Lauderdale Food and Wine Festival and Seaglass. She noted both would be providing post-event recaps.

## **VII. Communications to the City Commission**

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Mr. Fleming stated he thought the issue to approach the Commission with was events that bring significant tax revenue to the City.

Sarah Spurlock, Nighttime Economy Manager, provided additional detail regarding the backlash on increased parking rates and discussed the impacts of COVID-19 on improvements planned with the parking revenue.

Chair MacDiarmid suggested requesting lowered rates for sponsored events.

Mr. Fleming noted the cost was making it more difficult for organizers to have events. He asked if the focus should be on Tortuga, as they had made the request.

**Motion** made by Mr. Fleming, seconded by Mr. Levy, to ask the City Commission to consider not increasing the parking rates for sponsored events, at least for the next year. In a voice vote, the **motion** passed unanimously.

Ms. Spurlock explained communications are discussed at the afternoon conference meeting of the City Commission and suggested it would be helpful if the BBID sent a representative to provide context.





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

Ms. Spurlock explained as had been previously discussed, Ms. Omengebar is leaving the BBID and will be working fully with the CRA. She introduced the new Program Manager, Ingrid Kindbom.

Ms. Kindbom noted prior to working for the City she had worked in the private franchisees. She said she is looking forward to working with the BBID.

- **Reminder January 13 Rebranding Workshop**

Ms. Spurlock reminded the Board of the rebranding workshop.

- **February Meeting Agenda Item Recommendations]**
  - 1. Airshow Funding Request – \$100,000**
  - 2. Las Olas Marina MOT Presentation**

Ms. Spurlock shared items planned for the February agenda.

Ms. Lee stated she had donated a page in the December/January issue of Travelhost Magazine to activities of the BBID and noted it had a \$7,000 value.

Donated a page to activities of the BBID.

### **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 February 14, 2022, at 3:30 p.m.

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

### **Attachments:**

Tortuga Music Festival presentation  
MyFortLauderdaleBeach.com 2021 Admin Report