

DRAFT

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday, January 9, 2023, 3:30 P.M.

CITY HALL, 8th Floor Conference Room

100 North Andrews Avenue

Fort Lauderdale, FL 33301

| MEMBERS | September 2022 – August 2023 | | | | |
|---|------------------------------|---------|--------------|---------|--------|
| | REGULAR MTGS | | SPECIAL MTGS | | |
| | | Present | Absent | Present | Absent |
| The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate | P | 3 | 1 | 0 | 0 |
| Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate | P | 3 | 1 | 0 | 0 |
| Ritz Carlton Hotel <u>Bosther Kusich</u> Samuel Fuerstman, Alternate | A | 2 | 2 | 0 | 0 |
| Greater FTL Chamber of Commerce <u>Stuart Levy</u> (at 3:35 p.m.) | P | 4 | 0 | 0 | 0 |
| The Westin Ft Lauderdale Beach <u>Vacant</u> Laurie Johnson, Alternate | P | 3 | 1 | 0 | 0 |
| B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Michael Orlando, Alternate | P | 4 | 0 | 0 | 0 |
| Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate | P | 4 | 0 | 0 | 0 |
| Sonesta Hotel <u>Michael Medeiros</u> Fernando Calvo, Alternate | P | 4 | 0 | 0 | 0 |

Staff

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison
Ingrid Kindbom, Nighttime Economy and BBID Program Manager
Martiza Daniel, Planner III, Transportation and Mobility Department

Guests

Ari Glassman
Ina Lee
Bryce Hollweg, COO Florida Panther Hockey Club
Attorney John Milledge, Esq.
Jason Bagley, Ride Circuit
Alana Wortsman, Ride Circuit

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 – October 10, 2022**

Motion made by Mr. Medeiros, seconded by Mr. Ansari, to correct the date on the October 10, 2022 meeting minutes from September 13, 2022, and re-approve the minutes of the October 10, 2022, Regular Meeting. In a voice vote, the **motion** passed unanimously.

- **Regular Meeting – November 14, 2022**

Motion made by Mr. Medeiros, seconded by Mr. Munroe, to approve the minutes of the November 14, 2022, Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Event Funding Request – Florida Panthers NHL All-Star Weekend (\$125,000)

Bryce Hollweg, COO Florida Panthers Hockey Club and Attorney John Milledge provided a PowerPoint presentation regarding the event and the funding request. Mr. Milledge gave a brief background on the event and Mr. Hollweg continued with a review of the events associated with the weekend and the benefits to the beach area.

Mr. Levy arrived at 3:35 p.m.

Chair MacDiarmid commented on the benefit of the weekend on hotels. Mr. Hollweg stated 7,000 room bookings were contracted from NHL clubs alone.

Mr. Medeiros inquired as to the costs of events. Mr. Hollweg stated some events were paid, and the price was determined by the NHL. Ari Glassman provided additional detail.

Mr. Levy asked how many of the 20-30,000 visitors were expected to be from outside the area. Mr. Hollweg estimated 70 percent.

Chair MacDiarmid stated she had been involved with hosting a similar event in Toronto with Wayne Gretzky.

Ms. Johnson asked if she should recuse herself as the host hotel. Discussion ensued, and it was determined all of the hotels were involved and it would not be necessary for anyone to recuse themselves.

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison, provided a brief review of the budget available. She noted that \$484,268 would be available in fund balance if the City Commission approved the Food and Wine Festival at this week's City Commission meeting.

Mr. Medeiros stated he was in support, as occupancy was down and they needed to think outside the box to get people to the area.

Motion was made by Mr. Medeiros, seconded by Ms. Johnson, to approve funding of \$125,000 for the Florida Panthers NHL All-Star Weekend out of the fund balance. In a voice vote, the **motion** passed unanimously.

Ms. Lee noted the event was three weeks away and asked how the beach hotels would be promoted in the short time frame. Mr. Hollweg outlined the ticketing plan briefly, noting the season ticket database would be sent a map of beach hotels.

Ms. Lee asked that Fort Lauderdale be included on the stage so that it is included in photos and in national media coverage. Mr. Hollweg explained the plan was to say "South Florida" in order to be sensitive to the area and stated he would ask that Fort Lauderdale beach be highlighted.

Ms. Lee noted the need for coordinating transportation to make it easy for hotel guests to get to the event happening on the south end of the beach. Mr. Hollweg stated each hotel will have an ambassador from the NFL. Chair MacDiarmid provided additional detail on the hotel planning.

IV. Presentation: Results of Micro Mover Pilot Program

Martiza Daniel, Planner III, Transportation and Mobility Department, introduced the presentation with a brief overview of the Micro Mover Pilot Program success to date with the free electric vehicles.

Jason Bagley and Alana Wortsman, Ride Circuit, provided a PowerPoint presentation. Ms. Wortsman discussed the program in the community and reviewed other partnerships in the area and country. She shared ridership data and growth over the past year. Mr.

Bagley further explained the vehicles and the coverage area.

Mr. Medeiros asked whether the vehicles fit into the bicycle lanes, noting concerns with traffic. Mr. Bagley stated it was not an idea which had been pursued.

Discussion ensued regarding the service to and from hotels, as well as the safety record and potential to offer a vehicle specific to an individual hotel.

Mr. Bagley noted the high rate of cancellations due to long wait times and discussed how this had been addressed in other communities, including adding vehicles and assessing a small fare. Discussion continued regarding the on-demand model for transportation and sponsorship opportunities.

Chair MacDiarmid stated she would support the potential for a \$1 or \$2 fare and noted that she would charge both residents and visitors. She suggested restricting short rides, and discussion ensued regarding difficulty in getting an Uber or Lyft for a short trip.

Ms. Lee commended the City on promotion of the program. She stated the CRA had previously purchased trams and asked where those were now. Ms. Daniel stated they were not in use. Discussion ensued regarding the vehicles and potential repurposing.

Ms. Glassman highlighted how educated the drivers are on the area, and stated they provide a real service as ambassadors to the area.

Ms. Lee asked whether something could be set up to transport people from hotels to special events. Mr. Bagley explained they had coordinated with Brightline, the City, and the Water Taxi to provide transportation for the Boat Show.

V. Businesses and Events to Include on Website – Discussion

Ingrid Kindbom, Program Manager, explained Tasha Cunningham was building the new website for www.fortlauderdale.com. She highlighted that some of the events and businesses featured on the www.myfortlauderdalebeach.com website are not in the BBID area, and asked the Board's perspective. She noted there was some benefit to having listings of things to do, places to eat, and places to stay, but they are not paying for the listing.

Chair MacDiarmid stated she thought BBID hotels should be listed first and in alphabetical order. She asked for a consensus regarding whether the small mom and pop hotels should be included. Discussion ensued regarding promotion of the beach businesses and categorization on the website.

Chair MacDiarmid discussed the difficulty in keeping websites updated as things change and suggested reduction of the number of categories.

Ms. Glassman shared a brief background on how the businesses were selected and categorized, noting the decision had been to share businesses on the barrier island with the same categories and tags as those on the Visit Lauderdale site.

Ms. Kindbom asked that Board members spend some time reviewing the site and come back with feedback and suggestions at a future meeting.

VI. Kiosk Content – Discussion

Ms. Kindbom explained the parking garage events kiosks which the BBID had previously purchased had not been updated for some time. She stated staff had met with the vendor, and noted a robust discussion may be necessary. She noted that it was tied together with the website content.

VI. Prototype Engagement of Service

Ms. Kindbom informed the Board that Prototype services had previously been included in the BBID Manager's contract, but the minutes writing service was now engaged directly.

VIII. Sarah Says

None.

IX. Board Member Input

Mr. Levy shared an update on ongoing issues with the homeless population. Discussion ensued briefly. Ms. Spurlock asked that issues with police response be passed on to staff in the future.

X. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:46 p.m. The next Regular Meeting of the BBID will be February 13, 2023, at 3:30 p.m.

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

Attachments:

Florida Panthers NHL All-Star Weekend Funding Request PowerPoint
Results of Micro Movers Pilot Program PowerPoint