

**DRAFT**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**CITY HALL**  
**8<sup>th</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FL 33301**  
**JUNE 13, 2016, 4:00 P.M.**

<b>MEMBERS</b>	<b>September 2015 – August, 2016</b>				
	<b>REGULAR MTGS</b>		<b>SPECIAL MTGS</b>		
		<b>Present</b>	<b>Absent</b>	<b>Present</b>	<b>Absent</b>
Greater FTL Chamber of Commerce <u>Eduardo Fernandez</u> , Chair	P	7	0	2	0
Marriott Courtyard Bill Cunningham, Vice Chair <u>Thomas Miller</u> , Alternate	P	7	0	2	0
B Ocean Fort Lauderdale <u>Jean Capps</u> Michael Dutton, Alternate	P	6	1	1	1
The “W” Hotel, Capri Hotel, LLC Anna MacDiarmid <u>Kristiann Galati</u> , Alternate	P	5	2	2	0
Beach Redevelopment Adv. Board <u>Ina Lee</u>	P	7	0	1	1
Bahia Mar (No representative at this time)		3	3	1	1
Ritz Carlton Hotel Greg Cook Monique Soriano, Alternate	A	4	3	1	1
Conrad Hotel, CFLB Partnership LLC <u>Martin Wormull</u>	P	4	2	2	0
The Westin Ft Lauderdale Beach <u>Bruce Roy</u>	P	6	0	2	0

**Staff**

Dan Barnett, BID Manager  
Cija Omengebar, Economic Development Aide  
Mona Laventure, Prototype, Inc.

**Presenters and Guests**

Jim Ellis, Friends of Birch State Park Inc.

**I. Call to Order / Roll Call / Quorum**

Chair Fernandez called the meeting to order. At this time there are 8 appointed members to the Board, which means 5 would constitute a quorum.

Roll was called at 3:35 p.m., and it was noted there was a quorum.

Chair Fernandez mentioned that Glenn Spanier is no longer on the Board, and they are seeking a replacement.

**II. Approval of Joint Meeting Minutes**

• **BID April 11, 2016**

**Motion** made by Mr. Miller, seconded by Ms. Capps, to approve the minutes of the April 11, 2016, meeting as amended below. In a voice vote, the motion passed unanimously (7-0).

The following correction was submitted:

- p. 4, paragraph 8 – Mr. Miller said it should have been Mr. Freeman who was mentioned as speaking, not Mr. Miller

**III. BID Funding Application Presentation: Light up Birch – Jim Ellis, Friends of Birch State Park Inc**

Ms. Lee recused herself from the topic, since she is on the Board of the Friends of Birch State Park.

Mr. Ellis stated he is the President of the Friends of Birch State Park, which is a 501(c)3 organization to help conserve, preserve, and enhance Hugh Taylor Birch State Park. He introduced Trudy Riley, assistant to Gale Butler, Executive Director. Also present was Jennifer Roberts, the acting Park Manager. The State Park Headquarters has reviewed and approved the content of the presentation.

**\*\*Mr. Ellis showed a PowerPoint presentation describing the event, which would be an annual holiday lights show that would follow along the two-mile loop that goes in the interior of Birch State Park. They would like to start this season, and it would run from the middle of November to approximately the first week in January.**

His presentation included the following highlights:

- 80,000 visitors
- Requesting \$100,000 per year from the BID for the first three years - expect to be profitable by the third year
- Proceeds would stay within the park
- Revenue sources
- Marketing efforts
- Financial highlights
- Traffic flow

Mr. Ellis distributed packets of information about the Friends of Birch State Park and described their projects (community boat dock, sea wall, visitor center, etc.). He said they have about \$6 million in grants for improvements.

Mr. Ellis detailed that the event would last 51 days and the hours would be roughly 6:00 p.m. to 10:00 p.m. He said they are considering having some hours just for bikes, pedestrians, or special events although it is primarily a vehicle tour. They may have a trolley system in place to pick up tourists from the hotel and, in the future, have trolley tours. The route would take about 15-20 minutes to drive.

Mr. Ellis stated that the entry fee would be an average of \$19 per vehicle, although discounts would be available for weekdays or for purchase online, and weekends would be more.

Chair Fernandez asked Mr. Ellis to clarify his projections as they relate to grants, sponsorships, and ad sales. Mr. Ellis replied that the sponsorships will start at \$5,000 for a three-year period, and they anticipate receiving \$150,000 on those. The \$250,000 would be going out to major corporations, but he did not include the BID sponsorship. They have had discussions with CVB, and they think they may qualify for the grant that is shown in years 2 and 3.

Mr. Wormull asked what the people going through would see. Mr. Ellis said they had thought of buying the lights and doing it on their own, but decided against it because it would require too much upfront money and expertise. Winterland is going to help them – they do shows like this throughout the country. All their lights are LED. Ms. Roberts added that there will be different themed areas along the route, such as “Candyland,” “Toyland,” tunnels of lights, and Victorian holidays. From year to year, the display would change by 25%.

Chair Fernandez mentioned the positives of the idea, such as providing an opportunity for visitors and residents and the ability of the Friends to activate the park afterwards. He pointed out that the BID usually scales down their contribution in each of the first three years. He also thought it was a large amount of money for the return received. He recommended supporting the event, but perhaps in smaller amounts, such as \$60,000/\$40,000/\$20,000 for the first three years.

Mr. Ellis believed that \$250,000 would be the point where they would know the show could survive.

Chair Fernandez stated that they have to consider the possible economic impact to the hotels and restaurants also.

Ms. MacDiarmid asked about the form of advertising to be used, and Ms. Roberts explained there will be a program book where the ads would appear. It would be given to the people either as they drive through the park, or at the exit. There may be coupons in the book for local businesses.

Mr. Roy wondered if the route could be blended into the lighting on A1A, making it longer (from 17 Street down A1A to the park). Chair Fernandez clarified the BID can only cover the BID area, and the park is at the fringe of the BID. Going beyond 17 Street would need consideration.

Mr. Barnett suggested that as they exit the park, give them the “grand finale” moment, which is the sandman display on Las Olas and A1A.

Mr. Ellis advised that the company they deal with is very professional and creative, but not local. Chair Fernandez said the maintenance of lights on A1A might be a problem if they are not a local company. He added that after the park display ends on January 7, the BID would have to figure out maintenance for the rest of the lights.

Mr. Ellis stated that his deadline to go forward is June 30, 2016. However, he would be willing to converse with Mr. Morris about flexibility on that date.

Chair Fernandez sought feedback from the Board on how they wanted to proceed. Mr. Wormull offered his thoughts. Chair Fernandez said that if they look at the lighting as one project, they need to agree that if the one component does not pan out, that they can still pursue the conversation with Mr. Ellis and his group. He suggested bringing Mr. Morris up to date on the conversation and obtaining his feedback. Based on that, the Board could move forward.

Mr. Barnett said the current RFP has little creativity on the lights for the poles; the poles would be wrapped with LED white lights. They are not bidding on creating a creative concept for the poles and there is a separate RFP for the display.

Chair Fernandez recognized a time constraint involving the RFPs which would not allow enough time to bring Mr. Wormull's idea to fruition. Chair Fernandez requested that Mr. Barnett obtain contact information for Winterland to see if they were possibly interested for next year.

**Motion** made by Ms. Capps, seconded by Mr. Wormull, to support the project at \$60,000/\$40,000/\$20,000 over three years.

Chair Fernandez advised Mr. Ellis that they do re-evaluate the budget every year for their project support, so the numbers may change. He commented that they might create a rolling “cheat sheet” for the Board to help them keep track of the events they are committed to and their amounts. He added they probably have over \$400,000 of unspent money in this fiscal year. They can either make the motion now or wait until the budget is circulated.

In a voice vote, the motion passed unanimously (7-0).

Mr. Barnett asked if Mr. Ellis could confirm at some point if the project is going to go forward, and Mr. Ellis reiterated that would probably be at the end of June. Mr. Barnett said he would bring the information to the next BID meeting.

Ms. Lee clarified it is not the CVB money that they are pursuing – rather, it is the challenge grant that is coming out of the Broward Cultural Division that is TDT money. The County Commission put aside \$1 million for what they called cultural challenge grants.

Chair Fernandez said he, Mr. Morris, and Mr. Barnett will put together a summary (cheat sheet) so they can look at it every meeting. It needs to have a detailed breakdown.

#### **IV. BID Manager Update – Dan Barnett, BID Manager**

Mr. Barnett reported that he and Chair Fernandez will meet with Vice Mayor Dean Trantalis regarding the Entercom radio project to inform him of the project and try to get his full support. He might be able to get the BID on the July City Commission meeting agenda. Mr. Barnett will also go back to Jeff Meehan’s group at Parks and Recreation and get them to submit their proposal on the same day. They want to expedite the deal, because Entercom wants to start booking talent in August and September. Mr. Barnett explained that Entercom cannot make offers to talent until they have a firm commitment from the City. He said he has been very impressed with the company’s professionalism and follow-through.

Mr. Barnett then announced they will have a presentation from Swatch (possibly in July) for the winter event on Fort Lauderdale Beach. Chair Fernandez verified that they have submitted an application to the BID, but Mr. Barnett said it has not been on the agenda yet. They are asking for \$250,000. Chair Fernandez said that they had a very successful event in the summer without BID money, and wanted to understand from them why they need money for an event in the high-demand season.

Ms. Lee said a lot more teams would be coming to this event, as it starts the season. It is broadcast world-wide by ESPN. She added that ESPN pushed for January because there is no football during the time right before the Super Bowl. Ms. Lee described the event was the classiest, most upscale event she had seen in Fort Lauderdale and on

Fort Lauderdale Beach. Ms. Lee wondered what else the venue could be used for after the event is over, such as music.

Ms. Capps said the date was February 7 through the 12 (Tuesday through Sunday), and Ms. Lee said that February would not work. Discussion ensued on the change of dates. It was noted there might not be the media interest in the beginning of the season that there would be at the championship games. Chair Fernandez recommended still looking into it, but said they do not need the big event in February because it is high season.

Mr. Barnett reported that the Sun Trolley will be coming to the BID with a request, and he said they need a way to look at the budget for the whole year with events on it. Chair Fernandez requested that they have a forecast for three years out; most events have a three-year request. Mr. Barnett suggested even looking out at five years, and including the CRA partnership events because of the shared events and the fact that the CRA will be defunct in 2019.

**V. Communications to the City Commission – None.**

**VI. Old/New Business**

Ms. Lee encouraged the Board and staff to let people know that the BID is funding the Friday Night Sound Waves. The numbers are growing, and she said the work that Ms. Glassman is “unbelievable.” Ms. Lee wanted Ms. Glassman to come to the next meeting with an update. Chair Fernandez shared that Corona is seriously considering participating as a sponsor for the event, with a few caveats.

Ms. Lee continued, noting that the participants represent a good cross-section of the demographics of Fort Lauderdale. Visit Florida is also participating in it, and helping fund it. She said the event would not have happened without the BID.

**Motion** made by Mr. Wormull, seconded by Ms. MacDiarmid to adjourn the meeting at 4:35 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

PowerPoint presentation on Light Up Birch – Jim Ellis  
Packets regarding Friends of Birch State Park – Jim Ellis