

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301
CITY HALL

July 8, 2019, 3:30 P.M.

MEMBERS	September 2018 – August, 2019				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce <u>Eduardo Fernandez, Chair</u>	P	5	2	2	0
Ritz Carlton Hotel <u>Greg Cook, Vice Chair</u> Michael Chiusano, Alternate	P	6	1	2	0
The Westin Ft Lauderdale Beach <i>Vacant</i>	A	0	7	0	2
Marriott Courtyard <u>Michael Fleming</u> David Hankins, Alternate	P	6	1	2	0
B Ocean Fort Lauderdale Carlos Salazar Ken Elizondo, Alternate	A	4	3	1	1
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	6	1	1	1
Beach Redevelopment Adv. Board <u>Thomas McManus</u>	P	6	1	1	1
Bahia Mar Lisa Namour Steven Green, Alternate	A	5	2	1	1
Conrad Hotel, CFLB Partnership LLC Chintan Dadhich Franklin Cavella, Alternate	A	5	2	2	0

Staff

Dan Barnett, BID Manager
Chijioke Ezekwe, PE, CRA Project Manager
Cija Omengebar, CRA Project Coordinator
Thomas Green, PE, CRA Senior Project Manager
Jamie Oppenlee, Prototype, Inc.

Guests

Ina Lee, Resident
Arianne Glassman, rAv communications

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. At this time there are 8 appointed members to the Board, which means 5 would constitute a quorum.

It was noted there was a quorum.

II. Approval of Minutes

- **April 8, 2019 – Regular Meeting**
- **May 22, 2019 – Budget Workshop**

Motion made by Ms. MacDiarmid, seconded by Vice Chair Cook, to approve the minutes of the April 8, 2019, regular meeting, and the May 22, 2019, budget workshop with the following correction:

- On the member roster, change “Mike McManus” to “Thomas McManus”

In a voice vote, the motion passed unanimously.

III. Beach Projects Update

1) Las Olas Beach Park Project – Thomas Green, PE, CRA Senior Project Manager

Mr. Green reported the project started in April and they anticipate re-opening Las Olas Boulevard between mid-August and early September, 2019. Road work has begun on the Seabreeze Boulevard and SR A1A intersections, with work occurring on the inside lanes first. Once the inside lanes are constructed, the work will shift to the outside lanes. Both lanes in the intersections will open once the road work is complete.

Early morning concrete pours have occurred to recover some of the construction schedule, curbs are in, and asphalt is being peeled back on SR A1A.

Regarding Oceanfront Park:

- Work is in progress on the shade canopy
- The mechanical building, restroom, and visitors center are up.

- Dirt is being cleared out in the bowl area in preparation for artificial turf
- The seat walls, stairs and steps are in
- Construction has begun on the interactive water feature
- Substantial completion is targeted for late October/early November, 2019
- Final completion slated for Christmas time

Mr. Green advised that having holiday lights in the park will depend on the vendor's setup needs and the type of lighting. He said it takes two weeks to wrap the trees and poles and install and test the lights on Las Olas Boulevard. Access into the park to begin setup would be needed by mid-November. Mr. Barnett said it is a tight timeline, but hopefully it will work out.

At this time, Mr. Green's PowerPoint presentation was begun. [Attached]

Mr. Green said they will not be doing much work on the Hub area and pointed out the work areas on the screen. There will be bollards, decorative poles, accent seating, and a pole to hold security cameras. Activities at the Hub would not likely be affected; work will be done by mid-August or early September.

The seating at the Hub will include benches and concrete accent seats (like large hockey pucks) in between the bollards. As the snowman would not have to be relocated. Using aerial photos, Mr. Green pointed out where the seating would be.

Mr. Green stated that the final completion of the project includes Oceanfront Park, the South Intracoastal Park, and the Marina Promenade.

The Intracoastal Park will be like a small park with sod and trees; hardscape will take pedestrians under the bridge. The park will be available for special events, and there will be park space from the Intracoastal to the beach.

With the aid of photos, Mr. Green then reviewed progress at the Aquatic Center. He said there is an issue with FP&L - they have important infrastructure buildings (vaults) on the property that require temporary replacement if they are demolished. A work-around has been established.

Ms. Glassman mentioned a phone app called "Project Corners," that shows updates on the projects. She also brought up the need for additional power in the Hub. Mr. Green said power bollards are in place nearby that can be used for events in the Oceanside Park, and they are hoping to extend the power to the Hub.

Mr. Green spoke about the proposed concrete 27-meter diving tower. Discussions are underway about how to build it and how much it will cost. It was not in the original project, but Mayor Trantalis brought it up at the groundbreaking for the facility; staff and Hensel Phelps are looking at its feasibility.

Mr. Barnett thanked Mr. Green on behalf of the BID for trying to get the projects done before the holiday season.

Ms. Lee asked about the status of dual lighting on the beach on SR A1A. Mr. Green explained that the project is from the South Beach Park up to Sunrise Boulevard with pedestrian lights on the west side of the roadway, hardscape improvements on the east side, bollards, and site furnishing improvements. Modification to State permits are being sought for dual light fixtures for turtle nesting areas. He was confident there would be approval.

The dual light fixtures would be the same as those on the east side (north of Sunrise Boulevard), with LED/amber lighting. A separate circuit, separate conduit, and separate switch will be installed to enhance the lighting controls.

Chair Fernandez asked that Mr. Green notify the BID once the permits are obtained, so that the Board knows when the actual work will begin.

1) Fort Lauderdale Beach Parking Lot – Chijioke Ezekwe, PE, CRA Project Manager

Mr. Ezekwe showed an aerial photo of the area (South Beach parking lot) and recounted the history of the project. Design has begun for the project, which is on the southern end of the parking lot. Curb cuts and shortening of the median will be made to assist trucks entering and leaving the park for events.

Two power bollards will be added to the staging area, and infrastructure will be prepared for temporary bathroom trailers.

Mr. Ezekwe said that with the uneven ground, there will be drainage issues, but he did not think they would have to raise anything up to a significant degree.

There was some uncertainty if temporary structures such as bollards or planters would be installed in the median at a certain point to allow turn-around areas for trucks if needed.

Kimley Horn is on schedule to submit a 100% design proposal by August, and then the project will go out to bid. Mr. Ezekwe expected construction to begin in May, 2020, and last four months.

Mr. Barnett stated that event producers are now asking for CAT-5 or CAT-6 (fiber) so they can produce their own wi-fi.

Chair Fernandez recalled that the BID had originally discussed a commitment of \$750,000 over the life of the project. It was noted that the budget is now \$450,000 (\$300,000 has already been put aside, and \$150,000 is in the 2020 budget). Chair

Fernandez confirmed that 2020 would be the last year the BID will commit monies to the project.

Chair Fernandez asked for an update on the vacant Natchez lot south of the Bonnet House. Mr. Green reported it is part of a land swap, and the eventual plans are for it to be use for parking. Transportation and Mobility is discussing whether to build a garage or have a surface lot.

Coordination is ongoing with Fire Station #13, which may use the land for a temporary home for their station while their new permanent station is under construction.

Ms. Lee announced an item to be discussed at the City Commission meeting on the next day: hiring of a consultant to work with Fish & Wildlife on the Incidental Take Permit, which will be necessary for Tortuga.

IV. Workshop Summary

Chair Fernandez reviewed a handout on the budget for the fiscal year beginning October 1, 2019. After adjustments have been made and all funds are depleted, there should be \$125,000 to carry over to FY2020. He continued, reviewing discussion at the May 22, 2019, workshop regarding earmarking funds, touching on the Airshow, Pride, and South Beach Wine & Food Festival. If monies are not given to those three events, there should be \$300,000 without the carryover.

Vice Chair Cook stated he cannot vote for South Beach Wine & Food Festival (SOBEWFF) because he has a conflict of interest – he does four events with them. He pointed out that most of the hotels also do events with them, and they all benefit from events by getting rooms from them.

Vice Chair Cook also commented that the SOBEWFF does not have any event in Fort Lauderdale that gives recognition to hotels and restaurants that participate. He noted, though, that Fort Lauderdale is more prominent in the marketing for this year's event.

Vice Chair Cook spoke about Lee Schrager, founder of SOBEWFF, being approached by West Palm Beach to shift the event there. Vice Chair Cook wanted the BID to support it to keep it in Broward County, particularly if the Convention and Visitor's Bureau (CVB) does not support it.

Chair Fernandez recalled that SOBEWFF had said that if the CVB did not fund them, they were not going to come back. Discussion would be required with SOBEWFF to see if they could come back with just BID funding.

Vice Chair Cook said he met with Stacy Ritter from the CVB to talk about reconsidering funding for the Festival. Mayor Trantalis is also planning to speak to her.

Chair Fernandez pointed out that while the Festival helps make the City a food destination, it does not bring overnight stays. Vice Chair Cook continued to voice his support for the SOBEWFF, noting it creates international exposure.

Mr. McManus agreed with Vice Chair Cook's comments and did not concur with the CVB's direction on the Festival.

There was speculation if the City of Fort Lauderdale might step up and help fund the event, which would change the dynamics of funding the event.

Mr. Barnett stated he would set up a meeting with Mr. Schrager and invited Chair Fernandez to attend.

Mr. Barnett indicated that FY 2020 and FY 2021 will provide them with some freedom of budget due to items that the BID is no longer funding (Tortuga, Riptide, and the Ambassadors Program). In addition, the Beach Redevelopment Advisory Board (BRB) is sunseting after 2020, so there will not be any support from them for items such as Holiday Lights.

Vice Chair Cook asked if Swatch was going to have an event, and Mr. Barnett answered they have a financial issue in Europe that is preventing them from making plans here.

Regarding the voting conflict, Chair Fernandez suggested that Mr. Barnett and Mr. Morris talk to the Legal Department. Vice Chair Cook mentioned that the hotels have room blocks for the events.

Vice Chair Cook noted that when one entity stops supporting an event, other possible supporters will follow suit, creating a domino effect.

Chair Fernandez relayed that Ms. Ritter thinks the SOBEWFF is a great brand, but does not do anything for the CVB brand. Mr. Fleming added that Ms. Ritter's mission is to eliminate funding events that do not bring in room nights.

Chair Fernandez advised there was a Tourist Development Council meeting where the funding of initiatives/events that do not necessarily bring overnight stays was discussed. The point was made that sometimes an event has to be supported to bring attention and awareness to the destination.

Ms. MacDiarmid said that the Pride event is most impactful for her hotel.

Ms. Omengebar advised that the BID budget needs to be ready to go to the City Commission by the end of August. It was noted that the placeholders can be part of the submitted budget.

Ms. Omengebar stated that all the events under "Promotional Contributions" on the

FY2020 proposed budget are not necessarily fixed amounts.

V. PRIDE Presentation II 2020 Funding Request – Miik Martorell, PRIDE FTL President

JW Arnold, from Pride Fort Lauderdale, showed a promotional video on Pride of the Americas 2020.

Mr. Martorell spoke about the over 500 Pride organizations from countries, territories, and islands that are coming together for the event. After the event goes to different countries for several years, they plan to bring it back to Fort Lauderdale as an even bigger event.

Mr. Arnold said they have been talking to Tortuga and hope to assume most of their footprint once that festival closes down. Mr. Arnold said the Opening Ceremony will be at the Broward County Center for the Performing Arts, and he then reviewed some of the other activities that will be part of the event.

The CVB and the Broward County Commission have approved the event, and the CVB is giving \$500,000 plus \$250,000 for in-kind services (including marketing and advertising). For the 2019 event, the CVB contributed \$50,000.

Mr. Martorell said the funding will help with the infrastructure so they can put funds toward headliner entertainment. They would like to have three big-name artists on the weekend to attract people.

The event will be April 21 through the 26, 2020; the 24th through the 26th will be on Fort Lauderdale Beach.

The City's Nighttime Economy office is still working on permitting the event right after Tortuga. Generally speaking, Mr. Martorell said that Tortuga has until Friday night to clean up; since Pride will have a smaller footprint, they should be able to complete setup by Tuesday.

About 120,000 attended the 2019 event over the course of a week.

Ms. Lee complimented them on the 2019 event. However, she expressed concerned about turtle season and said they need to contact Fish & Wildlife immediately. Mr. Arnold said he has had initial conversations with the State and with Tortuga.

Mr. Martorell said they had a highly successful drag brunch with SOBEWFF and mentioned that he sees the value in food and wine festivals.

Chair Fernandez reminded the Board that one of the reasons \$40,000 was suggested as a contribution amount was because the BID found out how much the CVB was

providing and felt comfortable that the event had substantial support elsewhere.

Mr. Fleming felt that since it will be a much larger event, costs will be greater, and he favored approving their funding request for \$125,000.

Mr. McManus suggested \$75,000, taking into consideration the CVB and the fact that it will be a bigger event. Vice Chair Cook and Ms. MacDiarmid were amenable to that amount.

Mr. Martorell mentioned that the event will cost them approximately \$2.2 to \$2.8 million, depending on the artists they procure.

Motion made by Ms. MacDiarmid, seconded by Vice Chair Cook, to contribute \$75,000 to the Pride of the Americas 2020. In a voice vote, the motion passed unanimously.

VI. BID Manager Update – Dan Barnett, BID Manager

- **Holiday Season Plans**

Mr. Barnett reported that the BRB contributed \$50,000 towards buying lighting for the new park. He spent time with the Parks and Recreation staff discussing what to do at the new park – they want something remarkable.

Using the parking garage as an example, Mr. McManus doubted that a big event could happen in that timeframe. However, he thought an opportunity to showcase the park would happen in conjunction with the Super Bowl. Other Board members agreed.

Chair Fernandez recommended a separate conversation on a Super Bowl event. Meanwhile, he thought the BID should be financially prudent, thinking there was too much risk in doing something at the park. Instead, he suggested investing in whatever lighting/experience that would have been, but push it back six months. The lights could be stored.

Mr. Fleming agreed they could purchase the lights and if the project gets delayed, they could be installed the next year.

Mr. Barnett advised that the BRB \$50,000 purchase was independent of the BID - it was not a match. The BRB can buy the lights that go on the trees and date palms.

A suggestion was made to match the amount and buy something grander. Mr. Barnett suggested they could light up during the season – January, February, and March – perhaps beginning with the grand opening for the park.

Chair Fernandez asked Ms. Lee if the City would be allowed to invest in a mega-lighting system in the new Oceanfront Park that would stay there permanently once the

Incidental Take Permit process is started. Ms. Lee pointed out that the new park has already been approved by Fish & Wildlife as a trial test with the dual lighting. Turtle season does not occur during January-March, and she suggested designing the lights so that they go amber during turtle season. Ms. Lee added the park will need lighting and security year- round.

Vice Chair Cook suggested proposed buying the lights and see what they look like. Perhaps a vendor would want to set up something during the holidays and lease the park.

Mr. Barnett said the BID could set some money aside for installation, maintenance, and removal as needed, while the BRB provides the funds for purchasing the lighting.

Ms. Omengebar reminded the BID that there are two separate purchases: one to own the lights for the beach and the park, and the other is for the display (Olas the snowman). Mr. Barnett said they are working with the vendor to see if they can purchase Olas.

Ms. Omengebar recommending waiting to see the purchased lights before planning anything “spectacular.” A total of 50 palms will be wrapped in the park, and some coconut palms lining the street will also be lit with white and blue lights.

Chair Fernandez confirmed that the CRA sunsets at the end of September, 2020, so this is the last year for funding from the BRB. He also stated the BID will not buy new lighting at this time.

Mr. Barnett asked the Board if they would be amenable to buying something that already exists for a display (not a custom design) if they are not successful in getting Olas.

VII. Communications to the City Commission - None

VIII. Old/New Business

- **August Agenda Item Recommendations** – Not addressed

Upon motion duly made and seconded, the meeting adjourned at 5:17 p.m.

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

Attachments:

PowerPoint presentation on Las Olas Beach Park Project – Tom Green

Photo of South Beach parking lot – Chijioke Ezekwe

Video on Pride event – JW Arnold

BID FY2020 Proposed Budget document – Dan Barnett

