

DRAFT

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

November 7, 2019, 3:30 P.M.

MEMBERS	September 2019 – August 2020				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	P	2	0	0	0
Ritz Carlton Hotel <u>Greg Cook, Vice Chair</u> Michael Chiusano, Alternate	A	0	2	0	0
The Westin Ft Lauderdale Beach <i>Vacant</i>	A	0	2	0	0
Marriott Courtyard <u>Michael Fleming</u> David Hankins, Alternate	P	2	0	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	A	0	2	0	0
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	2	0	0	0
Beach Redevelopment Adv. Board <u>Thomas McManus</u>	A	0	2	0	0
Bahia Mar <u>Lisa Namour</u> Steven Green, Alternate	P	2	0	0	0
Conrad Hotel, CFLB Partnership LLC <u>Chintan Dadhich</u> Franklin Cavella, Alternate	P	2	0	0	0

Staff

Don Morris, Beach CRA Manager

Dan Barnett, BID Manager

Cija Omengebar, CRA Project Coordinator

Lisa Tayer, Prototype, Inc.

Guests

Ina Lee

Dev Motwani

Ari Glassman

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:42 p.m. At this time there are eight (8) appointed members to the Board, which means five (5) would constitute a quorum.

It was noted there was a quorum.

Motion made by Mr. Fleming, seconded by Mr. Yaari, to have Ms. MacDiarmid serve as acting chair. In a voice vote, the **motion** passed unanimously.

II. Approval of Minutes

• **October 14, 2019 – Regular Meeting**

Motion made by Mr. Fleming, seconded by Ms. Namour, to approve the minutes of the October 14, 2019 Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Budget Discussion

Mr. Barnett briefly reviewed the budget, noting funds were available for the current requests. He stated \$150,000 was earmarked for Friday Night Sound Waves, and they are requesting \$165,000. He explained there remained an estimated balance of \$300,000 in reserves, and two (2) additional fund request presentations were before the Board.

Mr. Barnett introduced Aiton Yaari, who has long served on the Beach Redevelopment Board and now represents the Chamber of Commerce on the BID.

Mr. Yaari spoke briefly, stating it is a critical time for Fort Lauderdale beach, and the BID must take things to the next level. He emphasized the need for branding.

IV. Funding Request – \$100,000 – 2020 Air Show Fort Lauderdale

Dev Motwani, Lauderdale Air Show, LLC, gave a PowerPoint presentation regarding the 2020 Air Show Fort Lauderdale. [Attached]

Mr. Motwani announced the Thunderbirds have committed to the 2020 show. He outlined the value of having a large signature event in the shoulder season which brings locals and visitors to the beach, as well as the community outreach the program does.

Continuing, Mr. Motwani stated the air show is a free community event, and funding is necessary to put it on. He provided a brief history of the show, highlighting changes which have been made over time.

Mr. Motwani gave hotel and restaurant data from previous years to illustrate the impact on the beach businesses. He noted the BRB is no longer a sponsor and outlined agreements currently in place.

Mr. Morris reminded the Board they had discussed the application process at the October meeting, and noted the Air Show had submitted a profit and loss statement which met the requirements of that discussion.

Mr. Yaari stated the Air Show was a part of the community and should be supported. He noted this would be a great way to activate the new park. He suggested a party following the event.

Mr. Motwani pointed out the extra expenses associated with holding an event in a public space, but said he is committed to finding a private venue on the beach.

In response to a question from Ms. MacDiarmid, Mr. Motwani stated the committee had requested \$125,000 from the TDC and their recommendation to the CVB was \$100,000 with some costs to the Air Show taken out.

Ina Lee stated she gets a hotel room on the beach each year for the event, and finds people are coming from outside the area and spending dollars on the beach. She recommended a mechanism be put in place to measure the number of rooms booked directly because of the show.

Mr. Lee asserted there are some signature events which needed to continue to be supported and grown, and she asked that the BID not reduce their contribution.

Mr. Morris stated the BID had given \$100,000 last year and the Board needed to choose whether to renew at the same level or look at some level of reduction. In response to a question from Mr. Yaari, Mr. Morris asked that each funding request presentation be evaluated on its own merits.

The Board discussed Mr. Fleming's recommendation to fund the event at \$75,000.

Mr. Cavella stated he did not want the Board to be shortsighted, and suggested the event goes a long way toward helping to brand the beach. He noted the event had residual cache marketing benefits.

Motion made by Mr. Fleming, seconded by Ms. Namour, to provide \$75,000 in funding for the 2020 Air Show Fort Lauderdale. In a roll call vote, the **motion** passed 3-2. Mr. Yaari and Mr. Cavelli voted no.

Mr. Morris noted a Board member had a conflict regarding the Super Bowl event agenda item, which would mean a quorum was not in place to vote on item VI. He explained the process to the applicant and stated a special meeting could be scheduled.

V. Funding Request – \$165,000 – Friday Night Sound Waves: Oceanfront Plaza Bazaar/Farmers Market

Ari Glassman, President, rAV Communications, gave a PowerPoint presentation regarding an interim plan to move Friday Night Sound Waves to the new park. [Attached]

Ms. Glassman provided a brief history of the Friday Night Sound Waves event, noting 125 concerts have been held since the event's inception. She outlined the 2020 vision to utilize the program to bridge the new space and start to brand it with consistent programming.

Ms. Glassman introduced the committee members and partners who have been brought together to create 23 weeks of events at the Oceanfront Plaza. She addressed the \$165,000 and provided a list of activities planned, including concerts, yoga, makers markets, picnics in the park, bazaar/farmers market, and others.

The Board and staff discussed the increase in hours over previous years of Friday Night Lights, as well as the timing.

Ms. MacDiarmid stated she loves the farmers market idea but is not sure about some of the others. She pointed out the plan seems to be focused on locals, rather than tourists.

Mr. Morris explained the event was originally planned as a way to provide people opportunities to remain at the beach.

Mr. Yaari stated at some point, every person who stays at a hotel on the beach will end up at Las Olas. He added he liked the spontaneity and organic feel of the event.

The Board and Ms. Glassman discussed sharing the park space with other events at times as it grows in popularity.

Ina Lee asked that Fort Lauderdale be added to the name.

Mr. Morris pointed out Friday Night Lights is a BID event, so it was different from outside events looking for funding.

Motion made by Mr. Yaari, seconded by Mr. Fleming, to approve \$165,000 to fund Friday Night Sound Waves. In a roll call vote, the **motion** passed unanimously.

VI. Funding Request – \$150,000 – Super Bowl / Big Game Super Celebration

This item was removed from the agenda due to lack of quorum to vote on proposal.

Ms. Glassman introduced the partners and sponsors present for the discussion.

VII. BID Manager Update

Mr. Barnett stated the trees are being wrapped in preparation for the Holiday Light event on November 26. He noted meetings are being held regarding the lights and display.

Mr. Morris added that the VIP reception prior to Light Up will be at the park instead of the Ritz Carlton this year.

The Board and staff discussed available budget for the remainder of the fiscal year.

VIII. Communications to the City Commission

None

IX. Old/New Business

- **Next Agenda Item Recommendations**

Mr. Morris stated a special meeting will be scheduled.

Upon motion duly made and seconded, the meeting adjourned at 4:55 p.m.

The next regular BID meeting will be held Thursday, December 5, 2019.

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

Attachments:

PowerPoint presentation on 2020 Air Show by Dev Motwani
PowerPoint presentation on Friday Night Sound Waves by Ari Glassman
Holiday Display photos by Dan Barnett