

DRAFT

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR VIRTUAL MEETING**

December 14, 2020, 3:30 P.M.

MEMBERS	September 2020 – August 2021				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	4	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	4	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Michael Chiusano, Alternate	P	3	1	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	P	4	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	2	2	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	2	2	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	3	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	P	3	1	0	0
Sonesta Fort Lauderdale Beach Resort Michael Medeiros	A	0	4	0	0

*Auto resignation due to absences

Staff

Clarence Woods, Northwest CRA Manager
Cija Omengebar, CRA Planner
Tasha Cunningham, BID Manager

Lisa Tayar, Prototype, Inc.

Guests

Ina Lee
Arianne Glassman
Keith Willard
Claire Tomlin
Maria Jannace
Kate Reed
Phil Marro
Ana Elvir
Frank Genrert

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted there was a quorum present.

II. Approval of Meeting Minutes

- **Regular Meeting – November 9, 2020**

Motion made by Mr. Yaari, seconded by Mr. Hughes, to approve the minutes of the November 9, 2020 Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. BID Grant Application – \$25,000 – Fort Lauderdale Concours

Maria Jannace, President of Fort Lauderdale Concours, Inc., gave a brief *PowerPoint* presentation in support of the request for \$25,000 to support the Fort Lauderdale Concours. She explained a Concours is a judged beauty contest of classic, vintage, historic, and antique cars, a high-end car show for the ultra-affluent. She stated the mission for the event was to reimagine the style of the show with a mission to reinvigorate the currently established attendees and participants while developing a new audience of high-income patrons looking for experiences.

Ms. Jannace shared a video of the New York Concours event.

Due to technical difficulties, item III was resumed following item IV.

Ms. Jannace outlined plans for the program, stating the collector car community is booming right now. She commented on the economic impact on the places concours events are held, noting the focus is on heads in beds and attracting a younger, hipper crowd to local restaurants and other businesses.

Frank Genrert, commented on working with Ms. Jannace on the project and other events.

He stated the organizers have a commitment to the community and would like it to be a regular event along with peripheral events throughout the year in conjunction with other happenings on the beach. He added that there was no intent to step on the toes of events in other areas.

Mr. Kusich asked the average attendance at other concours events and how many cars are displayed.

Ms. Jannace responded they expect 750 to 1,000 people at the February event. She stated 1,200 would be COVID-19 compliant and added that the soft launch would be largely by invitation and would include 30 cars.

Chair MacDiarmid asked how room nights come into play, and where those showing cars come from.

Ms. Jannace stated car owners come from all over the country, and as the event grows, they may come from Europe, as well. She added that the car collector community travels to events.

Ms. Namour pointed out the event was scheduled for the day before the Valentine's Day event they had just discussed.

Ms. Jannace stated it was the day before in the same location, and organizers had been communicating to share infrastructure where possible.

Mr. Genrert commented that communication had been exceptional.

Chair MacDiarmid opened the item to public comment.

Arianne Glassman noted there were several events being planned for over Presidents Day weekend as part of a big push to give people a number of different experiences on Fort Lauderdale weekend during that time.

Ina Lee stated she had met with the applicants and they put on a first-class event based on their strong track record in New York.

Mr. Yaari asked for the recommendation of the BID Manager.

Tasha Cunningham, BID Manager, stated she thought the events were great, and she wanted to be sure they were focusing on the BID getting a measurable return on investments to quantify that their marketing dollars are making an impact.

Motion made by Mr. Yaari, seconded by Mr. Fleming, to approve the request of the Ford Lauderdale Concours for funding in the amount of \$25,000. In a roll call vote, the **motion** passed unanimously.

IV. BID Grant Application – \$22,000 – Love Is In The Air - A Valentine's Day Affair

Keith Willard, Keith Willard Events, gave a *PowerPoint* presentation regarding the request for \$22,000 to support A Valentine's Affair. Mr. Willard provided a brief history of his event planning business and the makeup of his team. He explained the event on Valentine's Day would be themed "Love is in the Air," focused on couples for safe, open-air celebrations. He stated the event would be split into three (3) parts, focusing on socially distant fun while dreaming about holdings events in Fort Lauderdale, weddings on the beach, and vow renewals. He discussed vendors already on board and magazine coverage for the event, then shared a variety of opportunities to market and keep funds in the local area.

Chair MacDiarmid stated she knew Mr. Willard ran a professional business and would adhere to all of the CDC guidelines. She stated micro-weddings were the thing of the time and had not decreased.

Mr. Willard noted the location was selected to allow vendors to create shops with social distancing in mind.

Mr. Salazar asked where the grant funds would be applied.

Mr. Willard stated there were hard costs including rental of the garage, marketing materials, and tent rental. He noted because there were a number of partnerships, the event would cost less, and the funds would be used as seed money for additional costs. He discussed ideas to keep people safe, going above and beyond the CDC guidelines.

Mr. Yaari asserted he loved the concept and asked Chair MacDiarmid the total budget for events this year.

Chair MacDiarmid stated there had been several events which had not happened, so there were additional funds.

Cija Omengebar, CRA Planner, responded she would research and report back.

Mr. Willard noted the event would be working with other events taking place at the same time to share costs where possible.

Mr. Yaari agreed the rooftop of the garage was beautiful, but stated he wished there was a way to tie in the park somehow to create more exposure.

Mr. Willard stated they plan to build relationships with the local hotels to put together packages and create additional exposure. He added that work with the media will also help to get the word out, and said the idea was to plant a seed so the event could grow year after year. He noted the park would have multiple entrance points and they want a location that can be controlled, but it may be an option next year.

Mr. Fleming asked the additional benefit of spending the money when already at capacity on weekends. He noted the event was wonderful and would definitely bring in business.

Ms. Omengebar answered the previous question regarding budget available. She stated the asks for the day totaled \$76,000 and about \$200,000 was available for 2021 events.

Mr. Salazar stated he thought the event was beautiful and he was confident in it.

Motion made by Mr. Salazar, seconded by Mr. Kusich, to approve the request of the A Valentine's Day Affair committee for funding in the amount of \$22,000. In a roll call vote, the **motion** passed unanimously.

V. BID Grant Application – \$19,650 – Las Olas Oceanside Park Farmers Market

Claire Tomlin, The Market Company, provided a brief history of the company, which provides farmers markets throughout southwest Florida. She stated they had hosted an event in Las Olas Park for seven (7) weeks prior to the start of COVID-19 and had been successful in the location. She noted the vendors were delighted to be back.

Mr. Yaari asserted he went to the farmers market each Saturday and thought it was a welcome breath of fresh air. He encouraged the Board to do what it can to make it stronger and create a landmark for Fort Lauderdale Beach.

Mr. Hughes agreed. He stated the neighborhood loves it and is the reason they wanted the park. He noted the people who are coming are not just locals, but tourists and people from west of I-95.

Ms. Tomlin gave a brief *PowerPoint* presentation to outline ideas from Miami Beach and other markets, noting collaborations can be done to enhance foot traffic. She stated the proposal included different events each Saturday of the month, including:

- 1st Saturday – music
- 2nd Saturday – healthy cooking classes
- 3rd Saturday – treasure art project
- 4th Saturday – food and wine

Ms. Tomlin noted the request was for funding of \$19,650 to fund enhancements to the event.

Kate Reed and Phil Marro with 66 Productions shared details of the food and wine plans for the 4th Saturday. Mr. Marro stated they had started creating food videos with local chefs, and they want to do walking tours of the Farmers Market with a chef to create meals using ingredients and helping people to understand what the market is all about.

Ms. Tomlin noted the food traffic in the location is excellent and there are more vendors

wanting to participate than COVID-19 allows for.

Chair MacDiarmid stated she loved the event. She asked how it was decided which chefs were featured and noted the hotels could do a better job of promoting the farmers market within the hotels. She expressed appreciation that vendor fees had been reduced due to COVID-19, commenting that was a nice touch.

Ms. Reed responded that chef selection gave precedence to any chefs already at the beach. She noted there were 20 episodes completed so far highlighting locals, and the average views was over 1,000 per video. She stated they wanted to cross-promote the market using the platform.

Mr. Kusich stated it was a great initiative and thanked the group for highlighting the Ritz Carlton chefs.

Ms. Glassman thanked everyone for the support. She noted they are working on adding additional music.

Motion made by Mr. Hughes, seconded by Mr. Kusich, to approve the request of the Las Olas Oceanside Park Farmers Market committee for funding in the amount of \$19,650. In a roll call vote, the **motion** passed unanimously.

VI. BID Grant Application – \$10,000 – Fur the Love Pet Fest

Ana Elvir, Paperless Wizards, LLC, gave a brief *PowerPoint* presentation in support of her request. She stated she and her dog, Teddy, started doing pet-friendly tours of pet friendly locations and hotels in the area on social media in support of the hospitality industry. She shared plans for an event on Fort Lauderdale Beach similar to a farmers market that would be fun for the family.

Chair MacDiarmid asserted she liked that the event was also a charitable event.

Motion made by Mr. Yaari, seconded by Mr. Fleming, to approve the request for the Fur the Love Pet Fest for funding in the amount of \$10,000. In a voice vote, the **motion** passed unanimously.

Chair McDiarmid opened the floor to public comments.

Ms. Glassman added that she had a conversation with the CVB marketing department regarding events, and they were excited for several of those being discussed. She noted *Modern Luxury Magazine* was planning a spread as well as an online content library to show the pet-friendly size of Fort Lauderdale Beach.

VII. Bid Manager Update – Tasha Cunningham, BID Manager

- **CVB Marketing Initiatives Research**

Ms. Cunningham gave a brief *PowerPoint* presentation to outline the three (3) options under the “Visit Lauderdale” CVB marketing initiatives, alternatives, and next steps. She outlined the BID investment under each option, as well as the social media impressions, timing, geographic focus, deliverables, and observations.

Continuing, Ms. Cunningham stated the CVB does not specifically highlight BID businesses or the activities taking place within the BID. She recommended a BID-specific strategic marketing campaign from January through September focusing on safety awareness, partnering with the airport and others to create assets and pop-up events amplifying the message of safety protocols. She noted monthly reports would be provided to the Board.

Chair MacDiarmid stated she liked the safety awareness included, noting there were a lot of mixed messages in the public.

Mr. Hughes asked what exactly the message would be with the safety initiative.

Ms. Cunningham stated the message would be that businesses were open and following safety protocols, while also reminding people what the protocols required of visitors are.

Chair MacDiarmid agreed they are finding within the hotel that people traveling from other areas don’t realize the strict guidelines in place.

Ms. Omengebar stated the Board was being asked to compare the CVB proposals and alternate use of funds and asked if they wanted to decide now or bring the item back at the next meeting.

Chair MacDiarmid recommended the item be brought back because they were not in a position to decide at this point. She noted she liked that the CVB options had matching funds attached.

Mr. Salazar agreed the item should be tabled for further discussion.

Chair MacDiarmid asked that additional time be allotted when the item was brought forward in the future.

- **Food & Beverage Services Program Eazy-O Application**

Following up on the discussion at the November meeting, Ms. Cunningham shared case studies on places where third party apps are in use to provide delivery to patrons on a public beach. Ms. Cunningham stated that her team wanted to see what was working and what was not working well around the country. She stated that as it relates to EazyO, the

app's creator stated that the program was not being marketed well, ordering through the application is cumbersome, and having to pick up the food at the lifeguard station rather than having it brought directly was inconvenient. She noted that with not having the option to serve alcohol on the beach and the 20 percent surcharge, there were issues moving forward.

Continuing, Ms. Cunningham stated in Miami Beach EazyO works with a single vendor to manage the entire food and beverage program and kiosks are in place. She added that the biggest users in that market are locals. She reviewed how food and beverage is handled on Anna Maria Island and Ocean City, Maryland, noting alcohol can also not be purchased there, but GPS allows for delivery and no fees are charged to restaurants.

Ms. Cunningham explained options if the Board wanted to move forward with a program, including contracting with a GPS-enabled application, promotion, incentives, and kiosks.

Mr. Fleming asked for clarification regarding Boucher Brothers and how management of food and beverage would work as an expansion of the chairs they already manage.

Ms. Cunningham stated point-of-sale machines were used to coordinate food delivery.

Ms. Omengebar asked for clarification regarding fees to vendors in the Miami Beach program.

Ms. Cunningham stated there are no City or business fees charged there, local businesses just need to participate by hooking into the application. She explained how the program works.

Ms. Omengebar asserted that she would be interested in knowing how the Board feels about the program, because not a lot of businesses are participating, so she would like to determine what could be done to improve it. She asked if the fees were preventing participation in Fort Lauderdale.

Ms. Cunningham added that she could do additional research if there were questions.

Chair MacDiarmid stated the W Hotel would be interested but needed more information. She added that she had tried in the past, but she wasn't sure if it was feasible at that time.

Ms. Johnson added that she thought the Westin would be interested. She said when they looked before the \$1,000 fee and some other logistics made it not look beneficial.

Ms. Namour agreed, stating being able to deliver to the chairs was something they had looked at when not participating before.

Mr. Kusich stated the Ritz Carlton had tried before but didn't see a lot of traction, in part because customers were having difficulty with the application. He noted they would be

happy to retry.

VIII. Communications to the City Commission

Motion made by Mr. Hughes, seconded by Ms. Namour, to table items VII and IX to January. In a voice vote, the **motion** passed unanimously.

VIII. Old/New Business – Cija Omengebar, CRA Planner

- **SOBEWFF Letter to the BID Committee**

Tabled to January.

- **Return of COVID Banners**

Tabled to January.

- **Next Meeting Agenda Item Recommendations**
 - **Breakers Avenue Streetscape Project**

Tabled to January.

IV. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 5:20 p.m. The next Regular Meeting of the BID is scheduled for January 11, 2020 at 3:30 p.m.

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

Attachments:

Fort Lauderdale Concourses *PowerPoint* presentation
Love is in the Air *PowerPoint* presentation
Las Olas Oceanside Park Farmers Market *PowerPoint* presentation
Fur the Love Pet Festival *PowerPoint* presentation
BID Manager's Update *PowerPoint* presentation