

DRAFT

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

February 8, 2021, 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	6	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	6	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Michael Chiusano, Alternate	P	4	2	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u> (at 3:47 p.m.)	P	6	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	4	2	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	4	2	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	5	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	P	5	1	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u>	P	1	0	0	0

Staff

Cija Omengebar, CRA Planner
Clarence Woods, Northwest CRA Manager
Tasha Cunningham, BID Manager
Benjamin Rogers, Transportation and Mobility Director
Crysta Parkinson, Prototype, Inc.

Guests

Ina Lee
Arianne Glassman

I. Call to Order / Roll Call / Quorum

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

II. Approval of Meeting Minutes

- **Regular Meeting – January 11, 2021**

Motion made by Mr. Hughes, seconded by Ms. Namour, to approve the minutes of the January 11, 2021 Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Funding Request – \$1,000,000 – Breakers Avenue Streetscape Project

Ben Rogers, Transportation and Mobility Director for the City of Fort Lauderdale, stated he was present to follow up on the presentation during the February meeting regarding the Breakers Avenue Streetscape Project, noting he did not have a further presentation.

Clarence Woods, City of Fort Lauderdale Community Redevelopment Agency Manager, explained the City Attorney's office was in the process of reviewing all authorizing legislation and studies regarding the BID. He stated that staff believed the best course of action in the meantime, should the Committee agree this was a project they wanted to fund, would be to grant approval subject to the City Attorney's findings or wait to get the opinion before moving forward.

Chair MacDiarmid asserted that they need to wait to get the okay from the City Attorney and stated she would like to table the issue to the next meeting. She reminded the Board the request was for \$1,000,000 divided into \$250,000 per quarter and encouraged them to keep in mind what was available in the budget.

Mr. Rogers asked for clarification as to whether the BID Board could approve contingent on opinion. Mr. Woods stated that was correct.

Chair MacDiarmid noted she wanted the Board to discuss it and decide, adding that she was sure they had a lot of questions.

Mr. Salazar stated that he thought it would benefit the Board to discuss the issue at the next meeting so that they could understand it more. Discussion ensued, and the Board determined they had a consensus on the item.

Motion made by Mr. Salazar, seconded by Mr. Kusich, to table the Breakers Avenue Streetscape Project funding request to the March meeting. In a voice vote, the **motion** passed unanimously.

IV. BID Grant Application Request – \$107,500 – The Las Olas Oceanside Park(s) Fort Lauderdale Beach (The LOOP FLB)

Ari Glassman, President, rAv Communications, shared a PowerPoint presentation regarding the Las Olas Oceanside Parks Fort Lauderdale Beach (The LOOP FLB) project. She explained that she had taken over as consultant Open Spaces Outdoor Activation Coordinator for the Parks and Recreation Department as of February 1 and outlined the plan to best use the funds to be invested into the four (4) park areas.

Ms. Glassman stated the funding request was a replacement of the previous funding request under Friday Night Soundwaves, which would be enveloped into a larger vision called The Loop FLB. She shared some details of the plan, which would be themed “Infinite experiences for everyone under the sun,” piggybacking off the Fort Lauderdale marketing campaign.

Continuing, Ms. Glassman pointed out the funding request was reduced year-to-year, and additional programming would be offered utilizing those dollars. She explained because the Parks Department was paying her retainer, funds typically earmarked for management fees, could be rolled entirely into programming. She provided a brief overview of programming planned in the neighborhood, noting the goal was to create a backyard playground, a space and identity for the Las Olas Oceanside Park system similar to Central Park in New York, BeltLine in Atlanta, and central areas in other cities.

Ms. Glassman explained the LOOP logo and tagline were intended to tie the area together and to be utilized as a wayfinding system, due to difficulty in navigating the unique system of one-way streets in the area. She stated the goal was shared signage for branding parks and the beach as a destination, utilizing graphics and simple words defining what people will find when they go to the four (4) spaces and providing friendly signage for visitors. Ms. Glassman explained the brand pillars, utilizing the acronym FAME to define the core values of the area and as a basis for program development. She outlined year-round programming, noting the Farmers Market had grown considerably, and additional markets would be added. As an example, she noted 72 people had attended the yoga event on the beach the previous week. She stated the team was looking at engaging live music through an established busker program.

Ms. Glassman discussed seasonal programming, including a split season for Friday Night Sound Waves, and events such as pet expos, programs for several holidays, and a kite festival. She noted they were also looking at adding additional programming for children and families, including interactive fitness classes and a family fitness and health day during the summer. She highlighted a partnership with FLIPANY to produce programming and act as a non-profit partner for grant applications.

Mr. Yaari joined the meeting at 3:47 p.m.

Chair MacDiarmid asked if the funding being requested was for all the activities listed, or just for Friday Night Soundwaves. Ms. Glassman responded that funding would be split up over multiple programs and assist to bring them all in. She noted she would like to request that the Friday Night Soundwaves line item from the BID be divided to support new programs.

Mr. Salazar asked about the increase to the contribution year over year. Ms. Glassman stated the request was reduced. She explained the request was \$107,000, down from \$165,000 for Friday Night Soundwaves in the previous fiscal year.

Chair MacDiarmid asked how the guests in hotels would know about the events, and whether there was a calendar going out to share with guests. Ms. Glassman responded that there would be, noting that this year had proven more difficult than normal. She stated that she sends out emails to all the directors of marketing at the hotels and drops things off. She added that pop-up signs would also be dropped off, along with delivering free and reduced priced tickets.

Mr. Salazar stated that he and Ms. Glassman had discussed digital items that could be shared with guests. Ms. Glassman noted she had sent out some graphics and there would be a website to provide digital resources in tandem. She stated something she was hearing was that tourists wanted to go where the locals are and appreciated the opportunity to interact with locals.

Mr. Medeiros stated if digital items were forwarded, he was happy to share them on his hotel's digital reader boards to promote events to guests. Ms. Glassman stated she could send the same elements that the City is utilizing for television, water bills, websites, and other places to bring locals in.

Mr. Hughes commented that ArtServe recently had their first in-person event in year, and the number one (1) thing people said was that they were so happy to be at something. He stated neighbors and tourists want to do something. Mr. Hughes stated the request was less than last year and they were getting more bang for their buck, so to him it was a winner.

Motion made by Mr. Salazar, seconded by Mr. Yaari, to approve the funding request for LOOP FLB in the amount of \$107,500. In a voice vote, the **motion** passed unanimously.

Ina Lee stated she wanted to add her support for the program, noting that Ms. Glassman had a proven track record of creating events. She added that she was thrilled the BID was moving forward with the funding.

V. Visit Lauderdale Marketing Initiative Campaign Plan – \$100,000

Tasha Cunningham, BID Manager, stated staff had met with Kara Franker and the team at Visit Lauderdale to review granular details and messaging of the previously discussed marketing initiative and had come up with a campaign plan. She explained the budget was a \$100,000 co-op plan as discussed at the January meeting. She explained that plan gave the most bang for the buck, with digital, video, print, email newsletters, and all mediums included.

Ms. Cunningham stated the messaging would be focused on wide open spaces on Fort Lauderdale Beach, talking about safety, and incorporating beach businesses. She explained the BID would be working with World Red Eye to create videos, articles, and a social media program that would run February to July, with a focus on best places to stay and best places to dine on Fort Lauderdale Beach.

Continuing, Ms. Cunningham reviewed geographic targeting and projected impressions, broken down into exactly what the BID was paying for each item in the campaign. She reiterated that the spend was being matched by the Greater Fort Lauderdale Convention and Visitors Bureau.

Ms. Cunningham highlighted components of the plan, including the New York Times Great Getaways email newsletter planned for March and August, the Matador Network in May, with a focus on Fort Lauderdale Beach outdoor adventures, and a Conde Nast Traveler custom video package highlighting people walking around different parts of Fort Lauderdale Beach. Altogether, she said the team was expecting over 18 million impressions from the campaign, a media value of \$282,400 at a cost of \$100,000 to the BID. She stated the CVB would present after the campaign regarding the total return on investment and added that she would be involved in all development, and items would be brought to the Board for approval prior to deployment.

Chair MacDiarmid stated she liked that the deployment was all about the beach, which is what they had asked for. She noted they want their dollars spent at the beach and added that she liked that there was a recap, because the Board needed to see a follow-up on their investment.

Ms. Cunningham added that all creative being created for the project could be repurposed for the foreseeable future, continuing the campaign after the August timeframe.

Mr. Yaari stated it looked great, and the BID had been wanting something like this for a while. He asked for clarification regarding how the geotargeting was selected. Ms. Cunningham responded that the data comes from the CVB based on their inhouse

research and analytics. She noted if there were questions, she could follow up. Discussion ensued regarding the markets and how data is gathered.

Mr. Medeiros asked if the data was current, or before the pandemic. Ms. Cunningham stated she had asked specifically that recent data be used.

Ms. Glassman noted that the data had been presented at a Marketing Advisory Committee (MAC) meeting recently, and there was an incredible dashboard associated with it regarding the feeder markets identified.

Ms. Omengebar asked if the match was in-kind services or actual dollars. Ms. Cunningham stated it was actual dollars, noting the Board would not have had access to some of the partners without the matching funds.

Mr. Yaari asked if the Board should have input in highlighting the areas that should be focused on so that their vision was included. Ms. Cunningham stated the BID did need to select some of the specific locations for the videographer to visit and asked if they would like to meet with her individually or discuss it during the meeting.

Ms. Omengebar said the discussion should be held during the meeting. She asserted that they would want to include items that were iconic to Fort Lauderdale Beach.

Mr. Yaari asked what age target was being targeted in addition geographic location. Ms. Cunningham stated the selection of media partners was intended to figure in all demographics.

Ms. Omengebar highlighted past Board discussions regarding a focus on being a world-class destination that is family friendly.

Mr. Yaari stated things had changed. He noted he was a family man, but they cannot just concentrate on families; they must look at millennials and all ages.

Ms. Cunningham asked which businesses the Board would want to focus on for the "Walking Around In" segment, noting that the CVB had wanted to select a street, either Las Olas Boulevard or A1A, and feature businesses on that street.

Mr. Yaari stated everyone would want their own businesses, but he believed it would be friendlier to show areas rather than a street.

Chair MacDiarmid agreed, stating her vision would be to focus on an area, staying on A1A and highlighting restaurants, places to get drinks and to shop, with different times of day and evening included.

Mr. Yaari added that they wanted to paint the picture to the people locked in their apartments in Chicago for the past six months with COVID-19 of openness and freedom.

Mr. Salazar stated he liked the idea of putting the question to each individual Committee member between meetings because each would have different input.

Ms. Cunningham noted for the Conde Nast Traveler video they had to narrow the list down to four (4) or five (5) stops.

Mr. Fleming stated they wanted to be careful what they portray as far as COVID-19 restrictions, pointing out that walking down the beach that may not always be seen.

Ms. Glassman stated the BID had invested in a "Meetings on Fort Lauderdale Beach" video three (3) years ago and added that the video was owned by the BID. She noted it included 17 stops and had a wide range of owned footage available. Ms. Cunningham asked that Ms. Glassman send her the link to the video.

Chair MacDiarmid stated there may be some they can use but having updated and new content as much as possible would be good.

Mr. Hughes pointed out that some commercials were being filmed for tourism boards were specifically stating content was filmed before the pandemic. He added that people want to see themselves and know that they are welcome there. He stated if they walk up and down A1A, they can achieve that with no problem.

Ms. Cunningham stated the whole campaign would be very diverse.

Mr. Salazar added that the focus needs to be on the destination, rather than on individual businesses, keeping people on the beach.

Mr. Kusich asserted the destination is important, but also the experience to the customer.

Motion made by Mr. Salazar, seconded by Mr. Fleming, to approve the Visit Lauderdale Marketing Initiative Campaign at the \$100,000 level. In a voice vote, the **motion** passed unanimously.

VI. Spring Break Operations 2021

Chair MacDiarmid stated she had a meeting on January 26 regarding Spring Break with people from the City, including Police and Fire, Parks and Recreation, and had sent details to the Committee regarding implementation of prohibitive measures. The busiest weeks of Spring Break 2021 are anticipated to be March 8 and March 15, and City officials are expecting it to be busier than 2020.

Chair MacDiarmid explained the City had not reduced any services whatsoever, noting there will be services like last year and more on the beach and A1A. She asked that anyone with questions let her know.

Mr. Yaari stated he had a concern for discussion. He noted that if they are saying it would be busier than last year, it was a complicated issue (regarding COVID-19). He stated they people see Fort Lauderdale as welcoming everyone and being the open place, so there would need to be effort to not aggravate people or create tension. He added that he was recommending all the hoteliers and business owners hold hands and implement controls.

Chair MacDiarmid encouraged Mr. Yaari to review the documents, as a lot of planning had taken place. She agreed that they did not want Spring Break to get out of hand any year, but especially this year.

Mr. Hughes stated the point was well received, look at what happened in Tampa after the Super Bowl. He noted the attitude was that people are coming down from out of state to let loose and get away from the COVID-19 controls, so they were going to see defiance.

Mr. Medeiros asserted it would also be based on what the media portrayed, including whether people were shown social distancing or wearing masks.

VII. Communications to the City Commission

None.

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

- **Presentations and Approving Funds in the Sunshine**

Chair MacDiarmid asked that the Board members look at what Ms. Omengebar had sent out so that they were prepared to vote regarding the Breakers Avenue Streetscape Project at the next meeting.

Ms. Omengebar stated there had been a discussion at the January meeting about whether the Board could take a presentation and then discuss without the presenter present. She explained that she had consulted legal and they said the current process needed to continue.

- **Return of COVID Banners**

Not discussed.

- **Next Meeting Agenda Item Recommendations**
 - **Airshow Post-Event Presentation**

Ms. Omengebar reminded the Board the Airshow event in November 2020 was rescheduled from earlier in the year, and the plan was to move forward with another event in 2021. She noted the post-event presentation would be an opportunity for the organizers to adjust the plan prior to making their ask presentation for the 2021 event based on Board feedback.

Ms. Omengebar asked if there would be anything new for the March meeting regarding the marketing initiative with the CVB.

Ms. Cunningham noted there would be creative design to review.

Mr. Yaari asked that Spring Break remain on the March agenda. Discussion ensued regarding inviting staff to present.

Chair MacDiarmid asked to invite Sarah Spurlock, the Nighttime Economy Manager, to attend and provide an update on Spring Break as it relates to ordinances that were sent to Committee members. Ms. Omengebar confirmed she would invite Ms. Spurlock to the next meeting.

IV. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:34 p.m. The next Regular Meeting of the BID is scheduled for March 8, 2021 at 3:30 p.m.

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

Attachments:

LOOP FLB Project *PowerPoint* presentation