

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

**January 11, 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	5	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	5	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Michael Chiusano, Alternate	A	3	2	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	P	5	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	3	2	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	3	2	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	4	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	P	4	1	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u> *Auto resignation due to absence	A	0	5	0	0

**Staff**

Vice Mayor Steven Glassman  
Clarence Woods, Northwest CRA Manager  
Cija Omengabar, CRA Planner

Tasha Cunningham, BID Manager  
Benjamin Rogers, Transportation and Mobility Director  
Sandi Downs Keesling, Homeless Outreach Officer  
Hal Barnes, Neighborhood Support Manager  
Angela Blaine, Administrative Supervisor  
Christopher Leonard, Administrative Supervisor  
Crysta Parkinson, Prototype, Inc.

**Guests**

Ina Lee  
Arianne Glassman  
Tom McManus  
Dev Motwani

**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 – December 14, 2020**

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

**III. Homeless Initiative Q&A**

Vice Mayor Glassman provided a rundown of homeless-related initiatives in Fort Lauderdale. He stated Fort Lauderdale is handling the issue almost alone in Broward County because the jail and other services are downtown, so people go there from all 30 cities in the County and stay. He urged everyone to encourage those in other cities to step up.

Continuing, Vice Mayor Glassman asserted Fort Lauderdale was the first municipality in the County to have a Homeless Administration position, and noted they were one of five (5) jurisdictions in the nation to receive a grant for a comprehensive Community Court, which leverages resources to address quality of life issues.

Vice Mayor Glassman identified a list of programs implemented in the past few years to address homelessness issues including rapid rehousing, utility deposits, day programs, and others. He stated Fort Lauderdale has gone above and beyond anything other municipalities have tried to do in Broward County, noting they work with a variety of partners to address the issue.

Continuing, Vice Mayor Glassman recognized COVID-19 has been difficult on people, and Fort Lauderdale was caught up in an increasing national problem. He addressed issues specific to the beach and noted there had been infrastructure issues, but the long-anticipated Police Substation in Las Olas Park was expected soon. He touched on rollout of the COVID-19 vaccine and return of crowds to the market and opened to questions.

Chair MacDiarmid thanked Vice Mayor Glassman for the list of initiatives and commented the hotels had seen more homelessness than usual during the past few months.

Vice Mayor Glassman encouraged reaching out to the Customer Service line and utilizing the Lauderserv Application for reporting and resources. He stated people should feel free to immediately call, noting there is a unit within the Police Department specifically trained in working with homelessness. He stated they did not want to be heavy-handed or inhumane but would do what they could within the law and the best approach was often to provide wrap-around services.

Mr. Estevez commented regarding specific issues at the Westin and noted an increase in criminal activity and drug paraphernalia in hidden spaces.

Vice Mayor Glassman stated criminal activity would not be tolerated and asked that those items be reported immediately.

Mr. Yaari asked if there were hours limiting use of the park.

Vice Mayor Glassman stated he believed all parks throughout the City had uniform hours, closing at 9 p.m.

Mr. Barnes asserted that the park was public property during the day, but people could be asked to move along at night.

Mr. Yaari stated asking people to leave the park at night would resolve a large part of the problem. He asked that the Police sweep the park to move people who are sleeping there.

Discussion ensued regarding monitoring of the park. Vice Mayor Glassman asked that staff coordinate the message to step it up regarding sleeping in the park and enforcing the hours.

Mr. Salazar left the meeting at 3:52 p.m.

#### **IV. Breakers Avenue Streetscape Project Presentation**

Vice Mayor Glassman provided a brief history of the Breakers Avenue Streetscape Project, noting it had been near and dear to him for almost 20 years. He stated he felt Breakers Avenue was an important avenue on the beach and should be a festival street, something special. He noted he was able to secure \$5 million for the Avenue for

infrastructure and above ground, noting it made no sense to do a beautification project and neglect the infrastructure.

Benjamin Rogers, Transportation and Mobility Director gave a brief *PowerPoint* presentation regarding the Breakers Avenue Streetscape Project. He introduced Tom McManus and Dev Motwani, who had been engaged stakeholders in the project throughout the process.

Mr. Rogers showed the seven (7) block project area, noting the intent was to make it pedestrian friendly, an event space, a walkable outdoor dining type of environment. Breakers run parallel State Road A1A, in between State Road A1A and Birch Street. He explained a consultant was onboarded to help with the concept and public input phase. The process resulted in a variety of concepts has been reviewed and the selected vision updates the landscaping with intense greenery, safety items, and a focus on the sidewalk café experience. Mr. Rogers provided a timeline of the project, which was submitted at 30 percent design in October and will move to 60 percent design. He noted design was scheduled for completion mid-summer and construction was set to begin in October.

Mr. Rogers explained a funding gap of approximately \$7,125,000 existed and outlined potential funding sources. He stated \$9 million had been requested from the County Transportation Surtax, but the project had ranked low, so would not qualify for immediate funding. He noted conversations with the Metropolitan Planning Organization (MPO) had been had regarding eligibility for Federal grants, but those were expected to be limited due to COVID-19, so the team was now looking to private funding.

Mr. McManus stated they were before the BID to ask for financial participation.

Mr. Motwani added that they had been working on the project for several years and there was finally some positive momentum. He noted it was an area with a lot of private improvements, but not a lot of public improvement. He stated the project fit with the momentum started by the Las Olas Park and other developments to grow the user base and encourage longer stays.

Mr. Motwani stated they were expecting to close the gap on project funding but did not see a scenario moving forward without the support of the BID. He called the project a great long-term investment and said they would like to see support at any level but were asking a total of \$1 million investment from the BID, potentially over three (3) to five (5) years to not impact other work of the BID over time.

Mr. Fleming asked how the project would work if full funding was not secured.

Mr. Rogers stated they were currently working through “what if” scenarios. He noted an interlocal agreement would mitigate any concerns about losing funds contributed to a project that does not come to fruition.

Chair MacDiarmid asked for clarification regarding the new food and beverage options planned on the avenue, whether there would be additional restaurants and whether the hotels would be asked to run them.

Mr. Rogers stated the concept was that a lot of the focus and build-outs had been on A1A, and this project would provide additional economic activity in the area.

Mr. Motwani added they were creating the environment to encourage private growth.

Ms. Omengebar shared the budget for the BID, noting there was currently \$500,000 in reserve and the Board could discuss increasing funding year over year. She noted Breakers Avenue was a boundary of the BID, and some legwork would be necessary to determine whether funds could be spent on Breakers Avenue.

Discussion ensued regarding spreading the funds over time.

Mr. Yaari clarified that if the project did not go through, money would return to the BID for another use.

Mr. Hughes stated he had been involved as a resident and stated that promenade activity down another avenue would be beneficial, pointing to activity in the park.

Ms. Omengebar stated she would do the research and Mr. Rogers would come back with a formal ask.

## **V. Promotional Contribution Funds Overview**

Ms. Omengebar provided a brief overview of the Promotional Contribution funds. She explained the fund was specifically to provide moneys to events and noted the list had been updated with the events approved in December and approximately \$325,000 remained. She stated a request for Friday Night Soundwaves in the amount of \$79,600 would be on the February agenda.

Mr. Yaari stated backup money should be left in case a good event that would put heads in beds came along.

## **VI. BID Manager Updates**

- **CVB Marketing Initiative**

Ms. Cunningham explained that after the last meeting she was able to meet with Kara Franker at Visit Lauderdale to go over the logistics of the previously discussed marketing initiative and how a co-op program would work. She stated they went through scenarios and had come up with the idea of incorporating a safety campaign specifically about the

BID area and a two (2) month campaign highlighting BID businesses.

Ms. Cunningham explained the BID would provide the messaging and creative direction and Visit Lauderdale would produce the videos. She stated the budget discussed would be \$100,000 incorporating video, social media, and other digital components to maximize exposure and Visit Lauderdale would match funds. She noted materials would come back before the BID Board for approval before implementation. She added that the BID would keep any creative materials produced to use throughout the year and beyond, so will be created with an eye toward evergreen messaging and content.

Ms. Cunningham explained the next step would be a brainstorming meeting with Ms. Franker, and she would come back to the Board in February with messaging and campaign ideas. She explained any return on investment and analytics information would be provided and stated she saw it as a win/win because it would result in BID exposure specifically.

Discussion ensued regarding selection of businesses within the BID boundaries to include in the promotion.

Chair MacDiarmid stated when the Board reviewed the Greater Fort Lauderdale Convention and Visitors Bureau proposal before, everyone was keen on moving forward with the project because of matching funds. She noted it did not have to be the full \$100,000, but once they saw the offer, they could make a financial decision at that time.

Mr. Yaari asserted it was tricky to know what kind of season they would have and noted he would try to aim the timing for when they need more heads in beds and concentrate when it is needed more.

Ms. Cunningham stated the timing recommendations would be part of the proposal in February.

## **VII. Communications to the City Commission**

None.

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

### **• SOBEWFF Letter to the BID Committee**

Ms. Omengebar shared a letter from the South Beach Food and Wine Festival Committee and asked for comment.

Chair MacDiarmid stated it was important that the Board hear presenters out entirely, ask questions, and then make a decision and move on. She noted in the future there should

be less asks in any single meeting.

Mr. Fleming asserted the questions at the meeting where proposals were reviewed got a little heated, and Board members needed to present their questions in a way they would if the presenters were guests. He asserted they needed to be polite and cordial.

Mr. Yaari recommended less asks in a row and said it was overwhelming. He noted that above anything, the BID needed to protect its own interests.

Mr. Hughes added that it was important that materials be reviewed in advance so that questions could be formulated.

Mr. Fleming suggested having a presentation and then holding discussion without the presenter in the meeting in the future to allow for candid conversation. Discussion ensued regarding the approach.

Ms. Omengebar stated she would look into the options but pointed out the applications were being discussed in a public setting.

- **Return of COVID Banners**

Ms. Omengebar stated she work on bringing the banners back in the coming weeks.

- **Next Meeting Agenda Item Recommendations**
  - **Friday Night Sound Waves Application**

Chair MacDiarmid asked that the Breakers and CVB discussions be added to the agenda.

Ms. Omengebar stated she would also add the Spring Break operations discussion and noted a staff meeting would be held in advance of the meeting to discuss plans.

Mr. Yaari asserted he will be traveling and may miss the February meeting.

Mr. Fleming stated the Board should discuss Board member absences.

Ms. Omengebar stated she monitors absences and sends a courtesy email after two (2) absences in a row. She noted the Committee is different from other advisory boards because the properties included are selected by the City Commission and explained the process for removal or requesting reinstatement. She asked Ms. Cunningham to help her to reach out to the Sonesta regarding absences.

Chair MacDiarmid opened the meeting to public comment.

Ina Lee expressed support for Friday Night Sound Waves and stated representatives from

the Sonesta may not know they are on the BID.

Arianne Glassman commented on Friday Night Sound Waves and asked whether the application could be revised.

Ms. Omengebar advised Ms. Glassman to revise the application and resubmit it.

Ms. Glassman discussed purchasing masks for every attendee of the Fur the Love event. She noted in discussion with the County, they were looking to be the model on Fort Lauderdale Beach on how to hold safe events. She discussed options for the masks.

Continuing, Ms. Glassman noted modifications were being made to the Farmers Market to keep people from walking up to the fresh produce without a mask. She sought Board approval to use the BID logo on masks.

Ms. Omengebar stated if the application included utilizing the logo on collateral materials, it was already approved.

#### **IV. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 4:47 p.m. The next Regular Meeting of the BID is scheduled for February 8, 2021 at 3:30 p.m.

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

#### **Attachments:**

Breakers Avenue Streetscape Project *PowerPoint* presentation