

**APPROVED**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**REGULAR VIRTUAL MEETING**  
**CITY HALL**  
**8<sup>th</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FL 33301**

**SEPTEMBER 22, 2020, 3:30 P.M.**

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

**Staff**

Clarence Woods, Northwest CRA Manager

Cija Omengebar, CRA Planner

Dan Barnett, BID Manager

Lisa Tayar, Prototype, Inc.

**Guests**

Kara Franker

Ashley Shapiro

Debra Lundy

Kristen Sofge

**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 not yet a quorum.

**II. Approval of Meeting Minutes**

Item addressed later in the meeting.

**III. Post Event Presentation – South Beach Wine and Food Festival**

Ashley Shapiro, Sponsorship Director for the South Beach Wine and Food Festival, gave a *PowerPoint* presentation to review the event, along with Associate Directors Debra Lundy and Kristen Sofge.

She stated the event was February 19-23, 2020, with 65,000 attendees at 110 events over the five (5) days. She noted in 2020, eight (8) of those events were presented on Fort Lauderdale Beach.

Ms. Shapiro stated the organizers would not be working with the Fort Lauderdale Convention and Business Bureau in 2021. She noted the 20<sup>th</sup> anniversary event was in the early planning phases and would be adjusted to fit the “new normal” in a way that was most comfortable for guests.

Chair MacDiarmid asked the drop-dead date that the organizers would decide if the event was moving forward.

Ms. Shapiro stated the committee was meeting later in the day and would be working with talent to put together a program events by the end of October. She noted they felt confident they would know by the beginning of December whether the event was able to take place.

Mr. Barnett asked if the committee was asking for funding approval.

Ms. Shapiro stated the goal was to check for interest in supporting the program and come

back with a formal application if interest existed.

Ms. Tayar noted for the record that Mr. Yaari had joined the meeting at 3:33 p.m. and a quorum was present.

## II. Approval of Meeting Minutes

- Regular Meeting – August 10, 2020

**Motion** made by Mr. Fleming, seconded by Ms. Namour, to approve the minutes of the August 10, 2020 Regular Meeting. In a voice vote, the **motion** passed unanimously.

## IV. Visit Fort Lauderdale Co-Op Marketing Presentation – Greater Fort Lauderdale Convention & Visitors Bureau

Kara Franker, SVP of Marketing and Communications with Greater Fort Lauderdale Convention & Visitors Bureau, shared a PowerPoint presentation regarding furthering Fort Lauderdale's appeal and amplifying the destination.

Ms. Franker shared destination data regarding how many people were looking for beach destinations when researching travel. She reviewed the Safe and Clean Pledge, with more than 350 local businesses signed on.

Continuing, Ms. Franker explained a shared advertising program idea using data and analytics with an opportunity to leverage dollars in local and nationwide markets, paying close attention to markets as they open back up. She stated she was proposing a December to January campaign targeted at a loyalist audience.

Ms. Franker stated she wasn't asking for funds at this time but offering to help out based on whatever budget the BID wanted to set.

Mr. Barnett asked if the CVB would be able to match funds.

Ms. Franker stated she would pitch it that way to her CEO and Marketing Advisory Board. She noted Visit Florida was doing a matching funds program and that would be a great model to follow.

Mr. Yaari asked if there was any extra money in the budget.

Chair MacDiarmid pointed out funds were presumably available from events that had not taken place, and asked Ms. Omengebar to share the budget.

Ms. Omengebar stated the fiscal year closes on September 30 and the budget could be reviewed at the October meeting, along with a discussion on marketing initiatives.

Mr. Yaari asserted he would suggest being aggressive, and that the Board start exploring

now so that they could be ready in October.

Chair MacDiarmid stated the Board needed to review what was being done by the marketing company already chosen.

Ms. Franker stated she would have her team put together different menus of services to be offered.

Chair MacDiarmid said they wanted to compare with what was already being paid for.

Ms. Namour added that she agreed they should review so as not to overlap.

Mr. Yaari pointed out the other marketing company does not match funds, and the CVB would match funds, so they need to look at the economics.

## **V. BID Manager Updates**

- **COVID-19 Sponsored Banner and VMS Boards**

Mr. Barnett welcomed Clarence Woods, Northwest CRA Manager, to the meeting.

Continuing, Mr. Barnett stated the banners on the beach looked good and did a good job of convey the message regarding COVID-19 measures. He noted that along with the electronic message boards, it had been a positive shift for the beach.

- **FY20 Reschedule BID-Sponsored Events**

Mr. Barnett stated he had sent an email to the Board members with an update on future beach events, including what was happening and what was not happening. He reviewed the list with the Board, including current dates.

Discussion ensued regarding multiple events scheduled in November and whether people would be interested in attending.

- **Las Olas Oceanside Park Touch-Screen Kiosk**

Mr. Barnett asked Ms. Omengebar for an update on the Las Olas Oceanside Park touchscreen kiosk.

Ms. Omengebar stated they had just installed a wall-mounted screen at the park and were currently troubleshooting it. She encouraged people going to the park and test it out.

- **Holiday Lights and Display**

Mr. Barnett updated on holiday lights, noting the plan was moving forward.

Mr. Barnett noted the Sun Trolley was moving to the City and scaling back due to lack of use. He stated that was a two (2) to three (3) month process. Mr. Barnett asked for feedback on the Supporters of Broward (SOB) signs and messaging.

Chair MacDiarmid stated she had heard mixed reviews, including that people are drawn to find out what it actually means.

Mr. Barnett added that it was a message that was on the beach, so he wanted to be sure they were talking about it.

Discussion ensued regarding how the decision was made and the marketing process.

Mr. Yaari stated it is important to promote local businesses.

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

None.

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

- **Next Meeting Agenda Item Recommendations**

Ms. Omengebar stated she would put the marketing initiative on the agenda for the October meeting as a separate item. She noted she hoped the new firm would have the contract executed so that they could participate in the meeting and compare their scope to the CVB proposal.

Discussion ensued regarding the best ways to promote the beach.

Ms. Omengebar stated a separate discussion on the budget might also be helpful in October, especially considering events were largely on hold. She noted the opening date for BID funding applications needed to be discussed, stating she was recommending that be reserved for November.

In response to a question from Mr. Fleming, Ms. Omengebar asserted the FY20 funding could be moved to the event in November because it had already been approved and then rescheduled.

Mr. Barnett pointed out the Board needed to consider that the Air Show would be asking for money for a November 2020 event and again in May 2021, so twice in the same fiscal year and two shows within six (6) months.

Chair MacDiarmid asserted they should start opening up the event applications.

Mr. Fleming noted it would be helpful to know what was coming up in the future.

Discussion ensued regarding thinking outside the box and bringing in new events and promotions to bring people to the beach in the changing environment.

Ms. Omengebar suggested the marketing firm introduce themselves to the Board and discuss what they can do and goals for the year, then reserve event applications for November to allow prioritization of the marketing initiative.

Chair McDiarmid stated it would be great to know what they can do, to offer direction and learn how the promotions affect business on the beach.

Mr. Yaari agreed, noting it would be beneficial to concentrate on specific areas and have a bigger impact. He expressed concern regarding the season, and said they needed to find ways to bring travel to South Florida.

Discussion ensued regarding COVID-19 opening in Fort Lauderdale and other communities, and the impacts on businesses. The Board and staff discussed potential lobbying regarding opening.

## **VIII. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 4:38 p.m. The next Regular Meeting of the BID is scheduled for October 12 at 3:30 p.m.

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

### Attachments:

*PowerPoint* presentation from CVB

*PowerPoint* presentation from South Beach Wine and Food Festival