

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

AUGUST 10, 2020, 3:30 P.M.

MEMBERS	September 2019 – August 2020				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Ritz Carlton Hotel <i>Vacant</i> Michael Chiusano, Alternate	P	3	2	2	0
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	5	0	1	1
Conrad Hotel, CFLB Partnership LLC <i>Vacant</i> Franklin Cavella, Alternate	P	4	1	1	1
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	A	2	3	2	0
The Westin Ft Lauderdale Beach <i>Vacant</i>	A	0	5	0	2
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	5	0	1	1
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	A	1	4	1	1
Beach Redevelopment Adv. Board <i>Vacant</i>	A	1	4	2	0
Bahia Mar Doubletree <u>Lisa Namour</u> Steven Green, Alternate	P	4	1	2	0

Staff

Cija Omengebar, CRA Planner

Stephanie Hughey, Administrative Aide

Dan Barnett, BID Manager

Clarence Woods, Northwest CRA Manager

Jamie Opperlee, Prototype, Inc.

Guests

Ina Lee

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.

II. Approval of Meeting Minutes

• **Regular Meeting – July 13, 2020**

Motion made by Mr. Cavella, seconded by Mr. Fleming, to approve the minutes of the July 13, 2020 Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Box Wrap Image Review and Selection – Cija Omengebar, CRA Planner

Cija Omengebar, CRA Planner, stated the BID had allocated \$25,000 to freshen the boxes on the beach. She noted she is currently seeking a vendor, and outlined the options, including whimsical art or photos of Fort Lauderdale Beach.

Discussion ensued, and consensus was to use the natural art option.

Chair MacDiarmid asserted she would like to see different images on the boxes, rather than having all 25 boxes use the same art.

Motion made by Mr. Fleming, seconded by Ms. Namour, to use option one (1), whimsical art, for the box wraps. In a voice vote, the **motion** passed unanimously.

IV. BID Manager Update – Dan Barnett, BID Manager

• **Banner Updates**

Mr. Barnett shared images of banners to encourage CDC compliance on the beach. He noted he had worked with Chaz Adams in the Public Information Office to introduce a series of three (3) banners to hang on the light poles along A1A. The banner images encouraging face coverings, social distancing, and washing or sanitizing often. He noted 30 signs would be up by the following week, including 10 of each design.

Continuing, Mr. Barnett shared details of digital signage with similar messages regarding COVID-19 messaging on the beach.

In response to questions regarding location, Mr. Barnett stated staff was working to place the banners on the east side of A1A in the areas with the most beach traffic.

- **Beach Marketing Strategy**

Mr. Barnett stated work was ongoing on a positive branding strategy to launch when the time comes to market for people to come back after the pandemic. He stated he spoke with Kara Franker, President of Marketing and Communications, Greater Fort Lauderdale Convention and Visitors Bureau, about working to develop marketing to the “loyalist audience” that is missing the beach area.

Mr. Barnett asked the Board if they were comfortable with Ms. Franker being invited to the September meeting and said they had discussed a match from the CVB of the BID budget for marketing.

Mr. Cavella said he liked the idea of accessing the best talent and inviting the appropriate people to the table.

Chair MacDiarmid stated Ms. Franker was fantastic and knew her business. She asserted that the BID funds be utilized for the benefit of the beach, not the entire CVB area. She noted the hotels had marketing experts and asked that those people be invited to the meeting, as well.

- **Beach Events**

Mr. Barnett provided a brief update on beach events. He noted the holiday lights and displays are moving along well. He stated events have not moved officially, but it is a strong assumption that there will be no mass gatherings on the beach for 2020.

Mr. Barnett stated the Tortuga Festival and Air Show are still holding on to 2020 dates for their events, but he is in constant contact and will let the BID Board know when rescheduling happens.

The Board and staff discussed the Boat Show. They discussed obstacles surrounding date changes.

V. Communications to the City Commission

None.

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

- **Next Meeting Agenda Item Recommendations**

Ms. Omengebar confirmed the CVB would be invited to the September meeting to discuss marketing strategy. She stated the BID had never done matching funding before, so she would get clearance from Procurement regarding rules.

Mr. Barnett stated South Beach Wine and Food Festival would also be added to the September agenda. He noted they would be presenting their financial documents and a follow-up.

Ina Lee spoke regarding marketing. She stated she chairs the Marketing Committee for the CVB, and they recently approved a flexible marketing plan to send to the County Commission. She encouraged Mr. Barnett to send the link out to the Board.

Ms. Lee agreed with comments that those within driving distance are the current market, and stated that area will enlarge as the situation changes.

Continuing, Ms. Lee stated as of right now the Boat Show is going forward. She outlined negotiations in progress, including an hour-long special on NBC and a tent in lieu of utilizing the closed Convention Center.

Ms. Lee discussed increasing messaging surrounding mask use and encouraged Board members to keep a close eye on the direction the CVB is taking in marketing.

Ms. Omengebar introduced Clarence Woods, Northwest CRA Manager.

Mr. Woods introduced himself briefly and stated he looks forward to meeting Board members in the future.

VII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:05 p.m. The next Regular Meeting of the BID is scheduled for September 14 at 3:30 p.m.

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

Attachments: