

APPROVED

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

**Monday, June 12, 2023, 3:30 P.M.
Fort Lauderdale Executive Airport
Red Tails Conference Room
6000 NW 21st Avenue
Fort Lauderdale, FL 33309**

MEMBERS	September 2022 – August 2023				
	REGULAR MTGS			SPECIAL MTGS	
	<u>Present</u>	<u>Absent</u>		<u>Present</u>	<u>Absent</u>
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Alex Caceres, Alternate	P	7	1	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	7	1	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Samuel Fuerstman, Alternate	A	5	3	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	A	7	1	0	0
The Westin Ft Lauderdale Beach <u>Vacant</u> Laurie Johnson, Alternate	P	7	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Michael Orlando, Alternate	P	8	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	8	0	0	0
Sonesta Hotel <u>Vacant</u> Fernando Calvo, Alternate	P	8	0	0	0

Staff

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison
Ingrid Kindbom, Nighttime Economy and BBID Program Manager

Guests

Jamie Opperee, Prototype, Inc.

Nicole Meloff, Senior Vice President of Special Projects, Florida Panthers Hockey Club

Miik Martorell, President, Pride Fort Lauderdale

Ernie Yuen, Executive Director, Pride Fort Lauderdale

I. Call to Order / Roll Call / Quorum

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

II. Approval of Meeting Minutes

- **Regular Meeting – May 8, 2023**

Motion made by Ms. Johnson, seconded by Mr. Levy, to approve the minutes of the May 8, 2023, Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Kick-Off Meeting Feasibility Study for BBID Expansion

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison, shared that James Carras, Carras Community Investment Inc., the consultant hired for the BBID expansion study was out sick, so she and Ingrid Kindbom, Nighttime Economy and BBID Program Manager, would be sharing the kick-off presentation on his behalf. She explained the expansion was undertaken because the belief is businesses outside the BBID are benefiting from the district, so staff would like to provide them with an opportunity to participate. She noted the property owners in the BBID and the proposed expansion had all been invited to the meeting, but none were in attendance.

Ms. Kindbom reviewed a PowerPoint presentation outlining the areas included in the study, benefits of membership, events and projects supported, and budget.

Ms. Hannah-Spurlock briefly reviewed next steps.

IV. Florida Panthers Presentation

Nicole Meloff, Senior Vice President of Special Projects, Florida Panthers Hockey Club, provided a recap of the 2023 All-Star Game. She shared a PowerPoint presentation highlighting activation of the area throughout the week of the game and engagement with the national and international market. She discussed plans for a celebration game if the Panthers make it to game seven (7) and thanked the Board for their support.

Mr. Ansari complimented the organization on a job well done.

V. Pride Fort Lauderdale Presentation

Miik Martorell, President, Pride Fort Lauderdale, thanked the Board for their support of the event. He discussed efforts to establish a name for the event in Fort Lauderdale, and the Pride of the Americas event which was held following the last-minute cancelation in 2020. He noted the event had been moved to a smaller venue, which had been successful, and reviewed participation briefly.

Ernie Yuen, Executive Director, Pride Fort Lauderdale, shared his experience working in tourism in Hawaii and Las Vegas, and explained he understood the importance of working with hotels to develop engagement and get heads in beds. He shared his passion for working with Pride events and discussed goals for year-round engagement with hotels to encourage LGBTQ+ travelers to come to Fort Lauderdale Beach.

Mr. Martorell stated the next Pride Fort Lauderdale weekend was scheduled for February 9-11, 2024, and would include a reengagement of what had been successful in the past.

Mr. Yuen briefly discussed plans for smaller Pride events throughout the year.

VII. Sarah Says

Ms. Hannah-Spurlock reminded the Board members that staff needs to know in the next month whether each individual property wishes to remain on the BBID Board, and who they will put forward for the slate to be considered by the Commission for the new term. She noted seven (7) of the top 10 properties are able to serve on the Board.

Ms. Hannah-Spurlock stated the City Manager has proposed a budget to the City Commission which eliminates the Nighttime Economy office and positions. She explained the City Commission has the budget now and will be meeting with the Budget Advisory Board on June 20 for a joint workshop to provide feedback before the proposed budget is presented to the Commission on July 5. She noted that in the proposed budget, the BBID is managed by the City Manager's office.

Discussion ensued briefly.

VIII. Board Member Input

None.

IX. Adjournment

Ms. Kindbom noted there would be a new BBID Board seated in September.

Upon motion duly made and seconded, the meeting adjourned at 4:17 p.m. The next Regular Meeting of the BBID will be July 10, 2023, at 3:30 p.m.

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

Attachments:

BBID Expansion PowerPoint

Florida Panthers Hockey Club 2023 All-Star Game Recap PowerPoint

Pride of the Americas PowerPoint