

DRAFT

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday, February 12, 2024, 3:30 P.M.

Beach Community Center

3351 NE 33rd Avenue

Fort Lauderdale, FL 33308

MEMBERS	September 2023 – August 2024				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Alex Caceres, Alternate	P	6	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	6	0	0	0
Ritz Carlton Hotel <u>Vacant</u> Samuel Fuerstman, Alternate	P	4	2	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	A	5	1	0	0
The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> Michael Berry, Alternate	P	3	3	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Alternate Vacant	A	3	3	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	6	0	0	0
Sonesta Hotel <u>Ryan Frederick</u> Jeff Peterson, Alternate	P	4	2	0	0

Staff

Von Howard, Administrative Supervisor, Public Affairs, Board Liaison
Daphnee Sainvil, Government & External Affairs Manager (via Zoom)
Melissa Mata, Senior Management Fellow

Guests

Jamie Opperee, Prototype, Inc.
Karen Cruitt, Prototype, Inc.
Tasha Cunningham, The Brand Associates
Kevin Clevenger, Director, Flockfest
Gregory Scott, Executive Director, Ocean of Soul Jazz Festival
Arianne Glassman, RAV Communications
Ina Lee
Bill Brown, President, Central Beach Alliance
Annette Ross, Harbor Beach Homeowners Association

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:31 p.m. by Chair MacDiarmid. It was noted a quorum was present.

II. Approval of Meeting Minutes

• **Regular Meeting – January 8, 2024**

Motion made by Ms. Namour, seconded by Ms. Johnson, to approve the minutes of the January 8, 2024, Regular Meeting as presented. In a voice vote, the **motion** passed unanimously.

III. Las Olas Loop Contract Renewal Presentation

Arianne Glassman, RAV Communications, shared that her contract as the Los Olas Oceanside Park Open Spaces Coordinator on behalf of the Parks and Recreation Department is not set with the fiscal years, and provided a brief history on how that had happened. She advised that the current contract would be suspended September 30, 2024, and a transition plan is in place. Ms. Glassman stated she had provided a financial overview, and highlighted that due to fundraising efforts, the BBID contribution had reduced from 67 percent of the budget to 42 percent. She noted this fundraising effort would be sustainable and growing. She asked for feedback on the commitment to activate Los Olas Oceanside Park moving forward.

Mr. Fleming stated he thought the activation had been good for the beach and helped guests to have a better experience.

Ms. Namour commented that the activation during the holidays had been great and was the only time she had received direct feedback from guests. She noted it helps to bring people down the beach.

Ms. Johnson added that she thought it was good to have options other than bars and family-friendly things to do.

Chair MacDiarmid advised that rather than bringing people to Fort Lauderdale, the activation of the beach is an amenity for the guests.

Ms. Glassman noted that the BBID agenda was not just heads in beds, but also bringing people together. She discussed a shift to create a neighborhood feel.

Von Howard, Board Liaison, stated he would forward the report from Ms. Glassman to the Board. The Board thanked Ms. Glassman for an outstanding job.

IV. Miami Christmas Lights Payment Overview

Von Howard, Board Liaison, reported on a meeting with Miami Christmas Lights regarding the \$79,000 cost for Olas the Snowman. He advised the concept may be reimagined, and a presentation will be made to the Board.

Daphnee Sainvil, Government & External Affairs Manager, added that aside from reimagining the snowman, Miami Christmas Lights had asked if there were other types of Christmas décor that the Board would like to see., including the potential for custom lighting on A1A.

Chair MacDiarmid advised that Miami Christmas Lights should make a presentation to the Board with their ideas.

Ms. Sainvil shared that Miami Christmas Lights had also stated the \$79,000 price was locked in for the past five (5) years and there would be an increase this year.

Mr. Fleming asked whether the contract was being put out to bid. Ms. Sainvil stated the City Manager is considering in-house options as well as a Request for Proposal.

V. Contract Renewal of the Brand Advocates Marketing

Mr. Howard advised that the contract renewal with Tasha Cunningham, Brand Advocates, for marketing is currently with the Procurement Department.

Chair MacDiarmid inquired as to the expected timeline. Mr. Howard stated he did not have a timeline, but they are in communication.

VI. 2023 Winterfest Boat Parade Funding

Mr. Howard stated he had emailed the Board information regarding the request for reimbursement following the cancelled Winterfest Boat Parade.

Ms. Sainvil advised that the organizers had submitted reimbursable receipts, but there was a question as to whether the amount allocated to the event would roll into next year.

Ms. Namour stated the total spent was \$36,223.85 and the agreement was a contribution of \$25,000. Discussion continued as to whether to proceed with funding despite the cancellation of the event.

Mr. Fleming commented that the cancellation was beyond their control, and the Board should contribute the \$25,000 as originally planned, as the money was spent in good faith that the event would move forward.

Motion made by Mr. Peterson, seconded by Ms. Namour, to contribute \$25,000 to Winterfest Boat Parade as originally planned. In a voice vote, the **motion** passed unanimously.

VI. 2024 Ocean of Soul Jazz Festival Presentation

Gregory Scott, Executive Director, presented on the Ocean of Soul Jazz Festival, planned for Labor Day 2024. He stated the festival would amplify local voices with a dedicated local stage, a visual art avenue, live jazz performances, and food, to include the world's largest seafood boil and a picnic. Mr. Scott reviewed the projected metrics for the event, noting they expect 30,000 people per day with average ticket prices at \$49 per day, with a three (3) day VIP for \$400. He discussed the promotional plans, sponsorship packages, economic impact, and target demographics for the event.

Mr. Scott stated the ask from the BBID was \$500,000. He reviewed the budget briefly.

Chair MacDiarmid asked if Mr. Scott had held a jazz festival before. Mr. Scott stated he held a similar event in Daytona Beach, and that event hosted 100,000 people over three (3) days for several years. He advised the event had partnered with Black Entertainment Television (BET), who rebranded it as Spring Bling and moved to a different city.

Chair MacDiarmid inquired as to the planned location. Mr. Scott stated the plan was Fort Lauderdale Beach Park.

Ms. Namour stated she saw there would be a lot of local and regional talent, and asked who was being targeted for the legacy talent. Mr. Scott shared that they are speaking with or considering Jill Scott, Anita Baker, Erykah Badu, Kenny G, and Boney James. He noted a large part of the target would be alumni of Historically Black Colleges and University (HBCU) and pointed out there are currently no urban events on the beach.

Mr. Fleming advised that Labor Day is during the busy season, and hotels are sold out unless there is a hurricane. He noted it would be difficult to get permits for a stage because it is still turtle nesting season. Mr. Scott responded that the organizers look at Labor Day as a travel weekend, and the location was selected based on hotel availability. He stated they have been working with the Fish and Wildlife Conservation Commission (FWC) to create a site plan that is acceptable during turtle season. He advised that the permit process was lengthy.

Chair MacDiarmid asked about existing sponsors. Mr. Scott stated they cannot obtain sponsors until after the permit is in place.

Mr. Fuerstman asked about the expected mix of local and traveling attendees. Mr. Scott shared estimates.

Ina Lee asked whether the event had been approved by the City of Fort Lauderdale. Mr. Scott stated it was not. He advised that the recommendation from the City Commission was to start the process with a presentation to the BBID.

Bill Brown, President, Central Beach Alliance, stated Mr. Scott had presented to his group the previous week. He highlighted concerns with the event being planned for Labor Day weekend and noted the Police Department and Fire Chief had reservations related to being able to support this event from a public safety standpoint. He noted the event had not gone before the City's Special Events Committee or the City Commission. He encouraged the Board to wait on funding until the application is approved.

Annette Ross, Harbor Beach Homeowners Association, shared concern that Labor Day weekend is already so jammed locals can't use the beach during that time, and it is turtle season. She noted that she does miss the downtown Blues Festival.

Chair MacDiarmid noted that the hotels do not need an event to fill over Labor Day weekend, and the Board is not used to seeing presentations before applications are made. She stated she did not know that the BBID would be able to commit to the budget.

Mr. Scott stated he had made application to the City, the transportation plan and sanitation plan are complete, he has spoken with all but one (1) City Commissioner, and the presentation to the Special Events Committee was moving forward.

Ms. Namour suggested that Mr. Scott come back once there is City approval.

Mr. Frederick reiterated that Labor Day is also hurricane season, which may deter people from coming to the event. He stated he loved the idea and noted there are a lot of other times that would be great.

VI. 2024 Flockfest Funding Request

Kevin Clevenger, Director, Flockfest, thanked the Board for their support in 2023. He shared that Flockfest is currently the only LGBTQ+ event scheduled for the beach in 2024 and will feature international DJ Deanne. He shared details on the increasing budget and discussed data captured, promotions, and social media. He noted the event is scheduled for off-season, with a weekend of events in July.

Mr. Clevenger explained that the ask from the BIDD was \$25,000, which would be the platinum sponsorship. He stated that would include activation in a cabana.

Mr. Fleming asked how many attendees the 2023 event had. Mr. Clevenger stated there were 1,500 last year and they are projecting 2,500 this year based on past growth.

Chair MacDiarmid stated she likes the date and the hours.

Ina Lee shared that she had attended last year, and she thought the visual of it was extraordinary. She stated it was welcoming and fun, and the organizers had done a great job of continuing to grow the event. She noted the partnership with Visit Lauderdale is important and commented on the other events hosted by the organization.

Mr. Clevenger highlighted several other events, pointing out the Celebrity Lip Sync Battle had raised over \$30,000 to help rebuild the recovery center at Broward House.

Mr. Fleming stated he had also attended the event last year and talked to several people who had not been to Florida because of the Governor and his focus on the community, but they came for the Flockfest event.

Motion made by Mr. Fleming, seconded by Ms. Namour, to contribute \$25,000 to the 2024 Flockfest. In a voice vote, the **motion** passed unanimously.

VI. South Beach Parking Lot Update

Mr. Howard shared an update on the South Beach Parking Lot. He stated he had spoken with Transportation and Mobility Department, and work will be beginning in the next month. He advised that activity would be paused, and the equipment stored off-site during the Tortuga Music Festival and the Boat Show. He stated he would email the construction schedule to the Board.

Mr. Fleming pointed out that set-up and breakdown also needed to be considered. Discussion continued.

Ms. Namour asked whether parking would be useable during the events. Melissa Mata, Senior Management Fellow, stated the Parks Department would work with the event coordinators. Mr. Howard advised that he would get clarity on the issue and report back. He reviewed notable project dates briefly.

VII. Board Member Input

None.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:36 p.m. The next Regular Meeting of the BBID will be March 11, 2024, at 3:30 p.m.

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