

DRAFT

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday, November 13, 2023, 3:30 P.M.

Fort Lauderdale Executive Airport

Red Tails Conference Room

6000 NW 21st Avenue

Fort Lauderdale, FL 33309

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	3	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	3	0	0	0
Ritz Carlton Hotel <u>Vacant</u> Samuel Fuerstman, Alternate	A	2	1	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	3	0	0	0
The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> Michael Berry, Alternate	A	0	3	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Alternate Vacant	A	2	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	3	0	0	0
Sonesta Hotel <u>Jeff Peterson</u> Fernando Calvo, Alternate	P	2	1	0	0

Staff

Von Howard, Administrative Supervisor, Public Affairs, Board Liaison

Daphnee Sainvil, Public Affairs Manager

Jamie Opperee, Prototype, Inc.

Guests

Ina Lee
Ramola Motwani
Tony Sawdey, VP Sales, Zambelli Fireworks

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:35 p.m. by Chair MacDiarmid. It was noted a quorum was present.

II. Approval of Meeting Minutes

• **Regular Meeting – October 9, 2023**

Motion made by Mr. Levy, seconded by Mr. Fleming, to approve the minutes of the October 9, 2023, Regular Meeting as presented. In a voice vote, the **motion** passed unanimously.

III. South Beach Parking Lot Update – Transportation and Mobility

Von Howard, Board Liaison, read an update from Caroline Yeakel, Project Manager with the Transportation and Mobility Department regarding the South Beach parking lot improvements. He stated the project is scheduled to take place from January 2, 2024, to July 2, 2024, at a cost of \$750,0000.

Mr. Howard reviewed the scope briefly, including electrical system upgrades to support large-scale events, infrastructure for future license plate readers for the Police Department, pavement marking improvements, landscaping irrigation redesign, concrete curb work, landscape islands, driveway apron widening to expand the lot emergency exit, emergency exit gate replacement, and some milling and paving repairs. He advised that the Transportation and Mobility Department is currently awaiting confirmation from procurement that the contract is executed and in good standing. He stated he would share the update with the Board via email.

Ina Lee asked whether applicants for events like Tortuga had been told how this project would affect them. Mr. Howard responded that a representative from Tortuga had planned to attend this meeting but had to reschedule. He noted he did not know if there had been communication with them regarding the construction.

Ms. Lee pointed out the Tortuga event would be held in the middle of the project timeline. Chair MacDiarmid asked that note be made to follow up with the Tortuga organizers regarding the project.

IV. Fireworks (or Drones) on the Beach New Year's Eve – Ramola Motwani

Ramola Motwani shared that it had recently been brought to her attention New Year's Eve is quiet on the beach. She asserted Fort Lauderdale Beach should be a happening place on New Year's Eve. She noted the goal and vision for starting the Light Up event had been to market the location and get people talking about Fort Lauderdale and asked that something similar for New Year's Eve be considered. Ms. Motwani suggested starting with fireworks this year, and potentially expanding in the future with the support of the City and the BBID. She explained the proposal would need to be approved at this meeting to move the approval and permitting through the City process in time for New Year's Eve.

Mr. Fleming pointed out the BBID had a process in place for requesting funds and noted he had not seen the application for this request. Ms. Motwani advised she had spoken with Daphnee Sainvil as the first step.

Chair MacDiarmid advised that the application process was in place to help the Board to understand the event budget and the amount requested.

Ms. Motwani shared that because of the tight timeline, she had brought with her the representative from Zambelli Fireworks that she had worked with for the Diwali fireworks at the park, as the timeframe for that approval had also been short.

Chair MacDiarmid explained the Board would need to review the paperwork and check the budget to ensure the availability of funds. She asked what location was being looked at for the barge. Ms. Motwani stated she thought it would be nice to have it between the "W" Hotel and the Sonesta.

Mr. Levy stated he did not believe they could do anything at this meeting, as there was no application. He asserted he did not believe they could get it done for this year, but he liked the idea.

Chair MacDiarmid agreed.

Ms. Motwani stated she thought this was important, and noted it was in the BBID and would use business money. She added that she had done the homework ahead of time and spoken with Ms. Sainvil because she knew it would need to be approved today.

Mr. Fleming advised that they could not circumvent the process that other people are required to follow. He stated it was a good idea, and if they had the application, the Board could review it.

Chair MacDiarmid suggested waiting for Ms. Sainvil to arrive, because the Board did not have an updated budget or an application.

Ina Lee stated she understands the process, but in this case, the BBID was created with a commitment to fund events that are starting off so they can grow into something in the future. She noted she had been at Light Up Lauderdale the previous week and was astounded by the way the number of people who came out for the event and the way it continues to grow. She stated this event might not fill room nights this year, but it would give the opportunity for future growth and fill a hole for the luxury brands on the north end of the beach.

Chair MacDiarmid stated she likes the idea as a benefit to the hotel guests and noted it would create opportunity for bringing in event business in future years.

The Board returned to discussion of Item IV following Item VI.

Chair MacDiarmid explained the process to apply for funding had not been completed prior to the meeting. She stated they understood the timeline is short, so they listened to Ms. Motwani's proposal, but they did not know what was available in the budget in order to make a commitment.

Ms. Sainvil stated she was not aware there was an application process and did not have the budget available.

Chair MacDiarmid explained the process and application briefly. Mr. Munroe added that traditionally, there is also an "open" period where applications are accepted.

Chair MacDiarmid asked if there was any way that Ms. Kindbom continue with the Board until the new team was fully acclimated. Ms. Sainvil stated Ms. Kindbom was moved over to her new position, but by the next meeting, staff would be fully acclimated.

Chair MacDiarmid inquired as to how the Board could proceed with this request, given the lack of information related to the details and budget. Ms. Sainvil asked whether the Board could call a special meeting.

Ms. Sainvil stated staff would put the application and budget details together and suggested an email ballot.

Ina Lee explained the State guidance was that City committees must make decisions at in-person meetings, and stated they would need to find out legally whether a virtual meeting would be allowed. Discussion continued regarding the requirement for a physical quorum.

Chair MacDiarmid highlighted the difficulty in pulling Hotel Managers and Directors for a last-minute meeting.

Ms. Motwani asked Ms. Sainvil to clarify the process. Ms. Sainvil advised that she would pull the budget to determine if funding was available today, and then provide Ms. Motwani with the application. She stated the faster that gets done, the faster they can

see whether a special meeting can be called.

Chair MacDiarmid asked whether a special meeting could be held at a hotel to make it easier for the Board members to participate during the busiest season. Ms. Sainvil stated she would check with the City Clerk and email potential meeting dates.

Ms. Sainvil stated she would place a hold to have approval of the item on the December 2 City Commission agenda. She noted this was cutting it close.

Chair MacDiarmid asked for clarification on the location. Ms. Motwani advised they would use a barge.

Discussion ensued regarding potential dates and locations for a special meeting.

Chair MacDiarmid reviewed the takeaways, noting the Board first needed staff to provide an updated budget, then to determine whether a special meeting could be held at a hotel and provide potential dates for the meeting.

Mr. Fleming explained that staff would usually bring the updated budget to every meeting of the BBID, along with copies of the agenda and attachments. Chair MacDiarmid added that the materials would also usually be attached to the calendar invite via email.

Ms. Motwani explained that Tony Sawdey, VP Sales, Zambelli Fireworks, was approved by the City as a vendor. She asked him to address the permit timeline.

Mr. Sawdey discussed the timing for the fireworks permit. He advised that if the item were approved by the Commission on December 2, he would have time to complete the requirements with the City. He stated in the meantime, he would need to submit a provisional permit from the Coast Guard which could be cancelled if the approval did not go through. He added that the barge company has a barge penciled in for the event on New Year's Eve, but they will require confirmation the first week of December.

Ms. Motwani asked if it was possible to have a motion to approve the expenditure pending confirmation funds were available. Chair MacDiarmid stated the Board would take a vote once the application was available.

V. Tortuga Presentation – Chris Stacey

Item not addressed.

Item VI was addressed following Item VII.

VI. Ordinance Changes for BBID Membership – Daphnee Sainvil

Ms. Sainvil explained the Board is currently made up seven (7) members representing the 10 highest-grossing hoteliers in the BBID. She stated rather than trying to determine which three (3) should rotate, there had been a suggestion from Ina Lee that staff request an ordinance change to allow all 10 hotels to have seats at once. She asked whether the Board would be amenable to her requesting a change to the makeup of the Board to allow for 10 regular members and one (1) ex-officio non-voting member.

Motion made by Mr. Levy, seconded by Mr. Fleming, to request that the City Commission appoint three (3) additional members to the BBID Board. In a voice vote, the **motion** passed unanimously.

VII. Board Member Input

Chair MacDiarmid invited Board member input while waiting for Ms. Sainvil to arrive.

Mr. Fleming expressed disappointment in how the transition from Ingrid Kindbom to the new team had taken place. He highlighted the lack of email communication. Discussion continued regarding issues with calendar invites for the meeting.

Chair MacDiarmid stated they would speak with Ms. Sainvil when she arrived, because the transition should have been much smoother. She acknowledged this was the first meeting, and stated they would be understanding that a mistake was made.

Mr. Howard explained he had spoken with Ms. Kindbom earlier in the day to find out about her process. He apologized and stated the Board should not have to worry about the issue going forward.

Ms. Sainvil arrived at 4:08 p.m., and the Board returned to item VI.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:30 p.m. The next Regular Meeting of the BBID will be December 11, 2023, at 3:30 p.m.

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

Attachments:

None.