

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – JUNE 13, 2013

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, June 13, 2013, in the Conference Room at Bal Harbour Village Hall (655 – 96th Street, Bal Harbour, Florida).

The meeting was called to order at 9:07 a.m. by Ms. Lansing.

1. CALL TO ORDER/ROLL CALL: The following members were present:

Sandra S. Lansing, Acting Chair
Michael M. Krop
Angelica Lenox
Richard Lodes

Absent: Mayor Jean Rosenfield
Gilberto Garcia-Tunon
Bruce Gelb

Others Present: Councilwoman Patricia Cohen
Councilman Martin Packer
Jay Smith, Interim Village Manager
Ellisa L. Horvath, MMC, Village Clerk
Carolyn Travis, Director of Tourism Marketing

As a quorum was determined to be present, the meeting commenced.

2. PLEDGE OF ALLEGIANCE: The pledge was led by Dr. Krop.

3. APPROVAL OF MINUTES: *A motion was offered by Dr. Krop and seconded by Mr. Lodes to approve the April 11, 2013 Regular Meeting Minutes. The motion carried (4-0).*

4. ACCEPTANCE OF APPOINTMENT AND OATH OF OFFICE FOR ANGELICA LENOX: Mrs. Horvath gave the oath of office to Committee member Angelica Lenox.

5. FINANCIAL UPDATE REPORT: The report was provided in the agenda. Mr. Wallace was not in attendance.

Dr. Krop discussed the constant surplus in the Tourism Maintenance line item.

Mr. Smith noted that Brian Flynn (Miami-Dade County) had reported that the Village was on target for the beach renourishment project in August and sand would be leveled out in the interim. He added that no cost had been received regarding the use of sand from the Bahamas.

6. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN

TRAVIS: Ms. Travis distributed and reviewed the In-Market Public Relations/Sales Representatives Summaries (October 2012-May 2013), which showed year to date Ad Value of \$2,012,989 and PR Value of \$6,038,966.

Ms. Travis reviewed her report, provided in the agenda, and highlighted the following:

- The Village did not pay for tickets for the June Media FAM Trips
- The Museum and Summer Reading Programs will start July 1st
- The last day of the fitness program is June 20th. In its place, a children's program will be developed for four times a year on the beach
- The revenue for the Unscripted Program (to date) is \$24,488.00, PR generated \$584,684.00, and Ad Value \$194,994.00
- The Tourism Shuttle Program schedule will change July 1st

Greater Miami Convention & Visitor's Bureau (GMCVB) Co-op - American

Express Consumer Travel Network (CTN): Ms. Travis distributed and reviewed information on the program. She requested \$10,000.00, to subsidize one more partner (Bal Harbour Shops), to participate in the ad in addition to St. Regis and ONE Bal Harbour.

A motion was offered by Ms. Lenox and seconded by Mr. Lodes to approve \$10,000.00 for the Co-op Program with the GMCVB. The motion carried (4-0).

Arabian Travel Market: Ms. Travis reported that the Village participated in the Arabian Travel Mart last month, along with Visit Florida and the GMCVB. She discussed meeting with the three top airlines, with targeted 2014 launch dates for direct flights to Miami. She discussed the potential for the market receptive tour operator that already worked with Village properties, to develop programs from that market. She also discussed working closely with the GMCVB.

Branding: Ms. Travis reviewed the current branding, ads, and guides. She reported that the Committee had previously requested new ads for the new fiscal year. She discussed the growth/changes in the properties, over the last three years. She discussed the need to create a specific brand guide. Ms. Travis reported that she was interviewing branding agencies and then the ad creative would be presented to the Committee.

Marco Selva - St. Regis Bal Harbour, discussed the email he sent regarding branding, included in the agenda. He spoke in favor of hiring a branding and advertising company, but requested to be involved in the selection process. He suggested that sub-committees be created for marketing, budget oversight, etc. He requested that the St. Regis logo be larger, since they were the largest contributor of resort tax.

Mr. Smith noted that the Committee could not create sub-committees.

Brian Mulheren – 10245 Collins Avenue, suggested that the Budget Committee review the Resort Tax Committee budget. He agreed that people needed to be involved and bids needed to be received. He noted that the Council had the authority to create sub-committees.

Ms. Travis suggested a budget workshop, a branding workshop, and an advertising workshop, during the summer. Mr. Smith will verify with the Village Attorney that workshops could be scheduled for those items.

Councilwoman Cohen discussed the need for input from the Village residents, at the workshops.

Mr. Lodes pointed out that several residents served on the Committee.

Ms. Travis noted that the workshops and meetings were open to the public.

Dina Cellini – 211 Bal Cross Drive, questioned if resort tax funds could be used for bus shelters, since some change orders were expected. Mr. Smith will look into that.

Dr. Krop agreed that the residents needed to have input and to benefit from the items.

Museum Programs: Ms. Travis discussed the Museum programs. She advised that the residents would be notified about the programs, prior to July 1st.

Unscripted Art Project: Dr. Krop discussed complaints regarding the Unscripted art project. Ms. Travis reviewed the selection process for the art/artists. She clarified that the Committee did not approve the actual art work.

Summer Reading Program: Ms. Travis discussed the Summer Reading Program (starting July 1st) with Books and Books. Each child who checks into a Village hotel will receive a \$10 gift certificate at Books and Books in Bal Harbour.

Tourism Shuttle: Dr. Krop noted that he never saw anyone on the tourism bus. Ms. Travis reviewed the schedule change and explained that the bus would be evaluated for next budget year.

Movies on the Beach: Dr. Krop thought that some people had missed the movies on the beach, because they didn't know about them a week before. Ms. Travis reported that the schedule was sent out twice (via mail) and an email blast was sent before the movie. Dr. Krop questioned if the movies were cost effective. Ms. Travis noted that could be evaluated for the next budget year.

Beach Renourishment: Dr. Krop discussed the importance of the beach and suggested that be a focus of the Committee. He suggested that the \$1 million reserve for beach renourishment be looked at and possibly increased.

Marco Selva – St. Regis Bal Harbour, suggested that all of the initiatives be reviewed.

Councilman Packer reported that he attended the meeting when the art was chosen for the Unscripted Program and was surprised that the Committee members did not attend, because different items may have been chosen.

The Committee discussed noticing the meetings. Mrs. Horvath discussed the lack of email addresses to notify people of meetings, which the Village was working on to increase.

Rikki Boparai – ONE Bal Harbour, suggested that the Village receive email addresses from the hotels/condominiums.

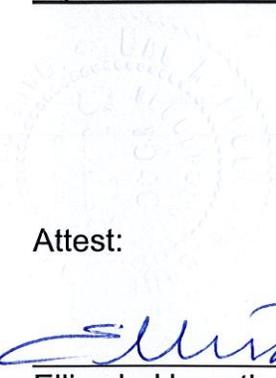
Brian Mulheren – 10245 Collins Avenue, discussed problems with receiving the mailings of the movies and events ahead of time. He discussed the need to get the residents involved.

7. OTHER BUSINESS:

Councilwoman Cohen discussed the restrictive format of the meeting and spoke in favor of people being able to provide ideas, in a more informal manner. She requested that additional chairs be provided for the meeting.

8. ADJOURN: There being no further business, a motion was offered by Mr. Lodes and seconded by Dr. Krop to adjourn. The motion carried (4-0) and the meeting was adjourned at 10:08 a.m.

Attest:




Ellisa L. Horvath, MMC, Village Clerk


Mayor Jean Rosenfield