

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – SEPTEMBER 16, 2013

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, September 16, 2013, in the Conference Room at Bal Harbour Village Hall (655 – 96th Street, Bal Harbour, Florida).

The meeting was called to order at 9:02 a.m. by Mayor Rosenfield.

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

Mayor Jean Rosenfield, Chair
Gilberto Garcia-Tunon
Bruce Gelb
Michael M. Krop
Sandra S. Lansing
Angelica Lenox

Absent: Richard Lodes

Others Present: Jay Smith, Interim Village Manager
Ellisa L. Horvath, MMC, Village Clerk
Carolyn Travis, Director of Tourism Marketing
Christopher Wallace, Finance Director

2. PLEDGE OF ALLEGIANCE: The pledge was led by Ms. Lansing.

Ms. Travis was directed to provide a mission statement for the Committee.

3. APPROVAL OF MINUTES:

Mayor Rosenfield clarified that a branding agency had been selected and the branding would be discussed after the new Village Manager had started.

Ms. Travis clarified why the Doner Agency was her second choice for the branding company, that the bus would be terminated (September 30, 2013), and the museum access program was under the Organization line item of the budget, as well as the Production/Collateral line item.

Dr. Krop requested that Village staff distributing the museum access cards be clear that the card was available to each person in a household.

A motion was offered by Mr. Garcia-Tunon and seconded by Ms. Lenox to approve the July 11, 2013 Regular Meeting Minutes, August 1, 2013 Special Meeting Minutes, and August 8, 2013 Special Meeting Minutes. The motion carried (6-0).

4. FINANCIAL UPDATE REPORT: Mr. Wallace reviewed the report, provided in the agenda. Ms. Travis noted that the revenue had increased 18% (not including the Developer's Agreement), which was shown as 10% in the report, since some

revenue had not been received yet.

Dr. Krop questioned if the resort tax penalties were stagnant. Mr. Wallace explained that some fines had been levied, but unpaid. He expected the amount to be higher than the prior year, if paid.

Dr. Krop questioned the art program revenue. Ms. Travis noted that the amount sold was \$25,000.00 (\$15,000.00 through sponsorships).

Mr. Wallace noted that the amount of fund balance used for the budget, would not be as much as anticipated. Dr. Krop pointed out that a portion of the fund balance was used each month, for the budget. Mr. Wallace explained that fund balance was only used, if it was needed. Dr. Krop estimated \$300,000.00 unspent dollars, at the end of year. Mr. Wallace noted that some invoices were still outstanding.

Dr. Krop suggested that Tourism Maintenance be used more, to provide relief to the general budget. Mr. Wallace explained that the amount in that line item was sometimes deferred, in anticipation of hurricane relief, etc. Mr. Smith reported that half of the payment for the tree rejuvenation project had been paid thus far.

5. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN

TRAVIS: Ms. Travis reviewed her report, provided in the agenda. The following items were highlighted:

Branding: Ms. Travis discussed the need to complete the special meeting (brand), by the first week in October, in order to meet the advertising deadlines.

Ms. Travis recommended continuing with Partners+Napier for developing the creative portion, which wasn't part of their branding contract.

The Committee discussed scheduling a meeting to review branding, on October 3rd. Mr. Smith noted that the new Village Manager may not have a contract until October 15th. Mr. Gelb questioned the necessity to have the new manager part of the branding meeting. Mayor Rosenfield discussed the need to check on the new manager's ability to attend a meeting, before his contract was approved. Mr. Gelb and Ms. Lenox spoke against delaying the brand meeting.

It was the consensus of the Committee to schedule a Special Meeting on October 3, 2013, at 9:00 a.m., to discuss branding.

Dina Cellini - 211 Bal Cross Drive, questioned the contract that was being referred to. Ms. Travis explained that it was the contract for the new Village Manager. She explained the branding process, to create the Village's brand.

Marco Selva – St. Regis Bal Harbour, explained the role of Partners+Napier, to clarify the brand message of what Bal Harbour is.

Gifts: Ms. Travis requested approval of \$5,100.00 (\$850.00 x 6 people), to give the limited edition artwork as presents to the editors and clients, who had helped with the branding process.

A motion was offered by Mr. Gelb and seconded by Ms. Lansing to approve. The motion carried (6-0).

The Committee will wait until the branding process, to decide whether or not Partners+Napier would be hired for developing the creative.

Website Construction: Ms. Travis reviewed three proposals and recommended approval of Stepmiles (\$32,850.00).

Dr. Krop questioned who the GMCVB (Greater Miami Convention & Visitors Bureau) used. Ms. Travis advised that the GMCVB had in-house staff that handled their site.

The Committee reviewed the three proposals received. Ms. Travis explained that she selected the top three proposals, from referrals that she received.

A motion was offered by Ms. Lansing and seconded by Ms. Lenox to approve. The motion carried (6-0).

Dina Cellini - 211 Bal Cross Drive, questioned if Ms. Travis followed the same procedures as the Village Manager, for soliciting bids. Ms. Travis explained that she sent out an RFP (Request for Proposals), to the firms. Ms. Cellini wanted to make sure that the Committee was operating under the same guidelines, as the Village.

Virtuoso Membership: Ms. Travis requested approval of \$65,000.00, for membership renewal, for Virtuoso Travel Network.

A motion was offered by Ms. Lenox and seconded by Ms. Lansing to approve. The motion carried (6-0).

6. OTHER BUSINESS:

Regular Meeting: *It was the consensus of the Committee to change the regular meeting from October 10th to October 4th, at 9:00 a.m.*

Beach Renourishment: Mr. Smith updated the Committee that the dredging contract had been awarded, they were finishing the federal certifications, and the project was expected to start by the beginning of October. The project was estimated to take approximately six weeks, to extend the beach.

Dr. Krop suggested exploring the use of sand from the Bahamas. Mr. Smith discussed federal regulation (the Jones Act), which prevented the use of foreign sand. He will provide something official from Congresswoman Debbie Wasserman-Schultz, regarding that restriction.

7. ADJOURN: There being no further business, *a motion was offered by Dr. Krop and seconded by Ms. Lansing to adjourn. The motion carried (6-0) and the meeting was*

adjourned at 10:04 a.m.

Attest:


Mayor Jean Rosenfield


Ellisa L. Horvath, MMC, Village Clerk