

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – OCTOBER 3, 2013

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, October 3, 2013, in the Conference Room at Bal Harbour Village Hall (655 – 96th Street, Bal Harbour, Florida).

The meeting was called to order at 9:00 a.m. by Mayor Rosenfield.

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

Mayor Jean Rosenfield, Chair
Gilberto Garcia-Tunon
Bruce Gelb¹
Michael M. Krop²
Sandra S. Lansing
Angelica Lenox³
Richard Lodes

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

2. PLEDGE OF ALLEGIANCE: The pledge was led by the Committee.

Ms. Lenox arrived to the meeting.

3. APPROVAL OF MINUTES: *A motion was offered by Mr. Garcia-Tunon and seconded by Ms. Lansing to approve the September 16, 2013 Regular Meeting Minutes. The motion carried (5-0).*

FINANCIAL UPDATE REPORT: Mr. Wallace noted that no report was provided, due to the short turnaround between meetings.

Dr. Krop arrived to the meeting.

4. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN TRAVIS: Ms. Travis reviewed her report, provided in the agenda. The following items were highlighted:

IN-MARKET PUBLIC RELATIONS/SALES REPRESENTATIVES SUMMARIES: No reports were provided, due to the short turnaround between meetings. The year-end reports are due October 15th.

¹ Mr. Gelb left the meeting during Other Business.

² Dr. Krop arrived during the Financial Update Report.

³ Ms. Lenox arrived after the Pledge of Allegiance.

BUDGET APPROVALS:

In Market Representation: Ms. Travis reviewed and requested approval of the In-Market Representatives, as outlined in the agenda.

Dr. Krop questioned why only some of the representatives received yearly travel amounts. Ms. Travis explained that the public relations representatives normally received travel, but the sales representatives did not.

Ms. Lansing questioned if figures were provided, to correlate bookings as a result of the representatives' work. Ms. Travis explained that wasn't possible to track, but reported that the year-end report would show the number of sales calls, trade shows, etc. Ms. Lenox clarified that the representatives were relied on to make key appointments and open doors for the Village properties, in certain areas. Mr. Garcia-Tunon agreed and pointed out that the representatives kept the relationship going yearly, while the properties only visited the key markets on a limited basis. Ms. Travis commended the work done by the in-market representatives. Ms. Lenox agreed and added that the representatives knew who the players and the decision makers were, in their key markets. Mr. Garcia-Tunon added that the representatives helped to push the dollars into the Village properties.

A motion was offered by Mr. Lodes and seconded by Ms. Lansing to approve renewal of the In-Market Representative contracts, as outlined in the agenda. The motion carried (7-0).

Ms. Travis requested \$44,995.00 for the annual travel for the In-Market Representatives, as outlined in the agenda. She noted that the representatives provided her with a report on their expenditures, sales calls, etc.

A motion was offered by Mr. Gelb and seconded by Dr. Krop to approve \$44,995.00 for the annual in-market travel for the Representatives, as outlined in the agenda. The motion carried (7-0).

International Luxury Travel Mart (ILTM) Event: Ms. Travis explained the trade show and requested approval of \$35,500.00 (including travel costs to bring in two of the Village's representatives) for an event. Ms. Lenox and Mr. Garcia-Tunon spoke in favor of the event. Ms. Travis explained that the event would either be a cocktail party or a lunch. Mayor Rosenfield clarified that the hotels would be in attendance, but would also be pitching their other properties, not just the ones located in Bal Harbour. Ms. Lenox explained the importance of having the Village participate, to focus on what was available in Bal Harbour, as a destination.

A motion was offered by Ms. Lansing and seconded by Mr. Lodes to approve \$35,500.00 for the ILTM Event. The motion carried (7-0).

Mayor Rosenfield encouraged the Committee members to attend the Council meetings, in support of their items.

Movies on the Beach: Ms. Travis requested approval of \$15,297.50 and explained that a lot of the cost was for items that made the movie experience unique to Bal Harbour, such as popcorn, blankets, furniture, etc. Mayor Rosenfield clarified that the Committee had the discretion on some of the items. Mr. Gelb questioned if the beach renourishment project would affect the movies. Ms. Travis noted that the space would just be limited more than

normal.

Marco Selva, General Manager – St. Regis Bal Harbour, questioned when the beach behind the St. Regis would be done. Mr. Smith explained the project would start at the north end and proceed south, with an estimated completion date of January 2014.

Ms. Lenox questioned the warehouse fee. Ms. Travis explained the cost was to store the furniture, blankets, etc.

A motion was offered by Mr. Garcia-Tunon and seconded by Mr. Gelb to approve \$15,297.50, for the November movie on the beach. The motion carried (7-0).

Ms. Travis thanked all of the hotels for participating in the Bal Harbour retreat, for the In-Market Representatives.

5. OTHER BUSINESS:

Mission Statement: Mr. Smith reported that the mission statement for the Committee was being worked on. Ms. Travis will email the members the Committee duties, as outlined in the Village Code. A discussion will be held, at the next meeting. The Committee would like the community to understand what the Committee did and the guidelines it worked under.

Mr. Lodes suggested that Ms. Travis explain to the community where the resort tax was collected from, specifically to promote the Village as a destination.

Marco Selva, General Manager – St. Regis Bal Harbour, suggested that the public also be informed of the expertise of the Committee members. He spoke in favor of a mission statement.

Mayor Rosenfield suggested that the return on investment also be defined. She discussed the need to clarify the Committee's work to the public. Ms. Travis will provide the results of the Village's marketing efforts.

Marco Selva, General Manager – St. Regis Bal Harbour, thought that it was difficult to quantify the return on investment for sales & marketing, which needed to be clarified.

Mr. Gelb left the meeting.

Dr. Krop requested clarification on the museum program. Ms. Lansing clarified that each person in a family would get one card. Ms. Travis agreed and further explained that each museum would have different programs. She added that the booklet provided to the residents outlined the benefits for each museum. She clarified that residents would only receive information from the museum, if they signed up to do so with that museum.

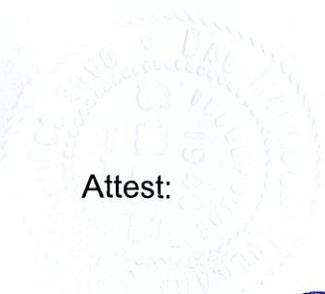
Village Newsletter: Ms. Travis will provide a page on tourism and the Committee's efforts, for the Village newsletter. A mock page will be provided, at the next meeting.

Mr. Smith will provide information on the beach renourishment, in the next newsletter. He will set up a meeting with the hotel and condominium managers, regarding the equipment staging, which was expected to start in the next couple of weeks.

Mayor Rosenfield announced that the next meeting was scheduled for November 14th.

6. ADJOURN: There being no further business, the meeting was adjourned by consensus of the Committee at 9:47 a.m.

Attest:




Ellisa L. Horvath, MMC, Village Clerk


Mayor Jean Rosenfield