

**BAL HARBOUR VILLAGE RESORT TAX COMMITTEE**  
**SPECIAL MEETING MINUTES – AUGUST 1, 2013**

A Special Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, August 1, 2013, in the Conference Room at Bal Harbour Village Hall (655 – 96<sup>th</sup> Street, Bal Harbour, Florida).

The meeting was called to order at 9:05 a.m. by Mayor Rosenfield.

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

Mayor Jean Rosenfield, Chair  
Gilberto Garcia-Tunon  
Angelica Lenox  
Richard Lodes

Absent: Bruce Gelb  
Michael M. Krop  
Sandra S. Lansing

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

**2. PLEDGE OF ALLEGIANCE:** The pledge was led by Mayor Rosenfield.

**3. SELECTION OF BRANDING FIRM FOR ADVERTISING CAMPAIGN:** Ms. Travis discussed the top two firms: Partners + Napier and Lipman.

Mayor Rosenfield discussed a branding article in The Miami Herald, which Turkel was mentioned in. Ms. Travis reported that she interviewed additional agencies and four additional proposals were received. She discussed Turkel and spoke against selecting them, since they dealt more with mass markets (\$150,000.00 proposal). Ms. Lenox agreed.

**Partners + Napier:** Ms. Travis reviewed the proposal from Partners + Napier, which had a strong luxury travel background, including destination luxury brands. The cost was \$60,000.00, plus \$10,000.00 for travel.

Ms. Travis explained that both proposals included research (consumer overview), fact finding (one on one meetings with key stakeholders), and delivery of the guide.

Ms. Travis noted that the Village's competitors, as a destination, were Beverly Hills and Palm Beach, not Sunny Isles Beach. Ms. Lenox agreed.

Ms. Travis noted that Phase 2 (dealing with the implementation) was not part of the proposal. She explained that the Village would receive a brand brief and a creative brief. Mr. Lodes compared it to an audit and tool of what the Village was doing.

**Lipman:** Ms. Travis reviewed the proposal from Lipman, which had more experience with fashion, less experience with travel and no destination experience. The cost was \$80,000.00, plus \$5,000.00.

Ms. Travis reported that both companies had received good reviews from their clients. Mayor Rosenfield discussed the importance of having discussions with prior clients, for the positive and negative aspects of both firms. Ms. Lenox suggested that Ms. Travis contact some of the firms' clients and document their responses.

Ms. Lenox spoke highly of Lipman, due to their luxury experience, but thought that Partners + Napier would be the best choice for the Village. Mr. Garcia-Tunon agreed and noted that Lipman may not understand the travel market as well.

**It was the consensus of the Committee to select Partners + Napier, assuming that their references checked out.**

Ms. Travis reviewed preliminary estimates for the creative: Lipman \$165,000.00 (not including photos) and Napier \$80,000.00-\$100,000.00 (not including photos). She estimated the photos to cost \$75,000.00.

Ms. Travis spoke highly of Lipman, but spoke in favor of Partners + Napier, due to the case studies and the way they approached travel. She noted that \$100,000.00 had already been approved for the item. Mayor Rosenfield requested as much information as possible from the references.

**A motion was offered by Ms. Lenox and seconded by Mr. Garcia-Tunon to approve Partners + Napier, as the branding company. The motion carried (4-0).**

Ms. Travis noted that Council approval was not needed, since it was considered to be under advertising and was previously approved. Mayor Rosenfield noted that she would still explain the selection at a Council meeting.

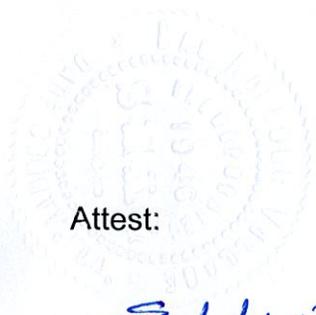
**Councilman Packer** questioned if the Council had already approved the advertising budget. Ms. Travis explained that Phase 1 of the Guide was approved, which included branding.

Ms. Travis discussed the Budget Committee's request to review the Resort Tax Committee's budget. Mr. Garcia-Tunon and Mr. Lodes spoke against the Resort Tax Committee's budget being reviewed by the Budget Committee.

**Councilman Packer** explained the review process being done by the Budget Committee.

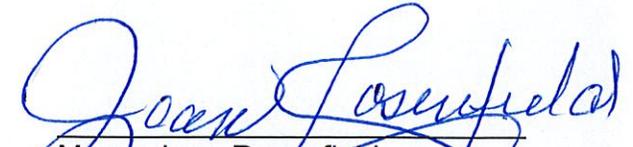
The next Resort Tax Committee meeting will be held on August 8, 2013, at 9:00 a.m., to review the budget.

**4. ADJOURN:** There being no further business, **the meeting was adjourned by consensus of the Committee at 10:05 a.m.**



Attest:

  
Ellisa L. Horvath, MMC, Village Clerk

  
Mayor Jean Rosenfield