

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
SPECIAL MEETING MINUTES – AUGUST 8, 2013

A Special Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, August 8, 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
Angelica Lenox
Gary Karlson

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
Christopher Wallace, Finance Director

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

3. DISCUSSION OF PROPOSED BUDGET FOR FISCAL YEAR 2013/2014: Ms. Travis reviewed the proposed budget. The following were highlighted:

Postage: This was decreased, due to fewer programs.

Media Purchasing: This was moved, to the Advertising line item.

Advertising Agencies: This was increased, due to recreation of the ad campaign.

Production/Collateral/Gifts: This was increased, to include photography.

Entertainment/Travel: This includes the global offices.

Organizations/Contributions: This was increased, to include the museum access programs.

Greater MB Convention and Visitor's Bureau: This amount mirrored the amount spent last year.

Sales Managers: This includes eight global offices.

FAMS: This includes FAMS for the travel trade and media.

Internet/Web Page: This will be re-launched, with a new content section.

Bus: The tourism bus has been eliminated.

Special Events/Programs: This was decreased, due to no artwork and decreased movies on the beach.

Fuel: This was eliminated, since the bus was eliminated.

Advertising: Ms. Travis reviewed the item (\$657,892.00). The old creative will not be used and new creative will be provided by the New Year, so fall advertising would not be done.

Ms. Travis reviewed the Advertising schedule. She noted that no amount was shown for the Travel and Leisure online (\$50,000.00 worth), since it would be provided at no charge.

Ms. Travis reviewed a new ad, in the travel section of the New York Times. She discussed a co-op ad with the GMCVB, which would be moved on the schedule, from May to April. She reported that Virtuoso Life was a new buy and was covered under the renewal of membership in September, at no cost. She reviewed WSJ (Wall Street Journal), which would be tested as a new buy, with the price being negotiated.

Neil Alter – 9801 Collins Avenue, requested the cost of the Wall Street Journal. Ms. Travis provided the amount (\$21,706.00).

Ms. Travis noted that the Art/Lifestyle books (indicated in red on the schedule) would come out of the line item for Online advertising, if the Committee would like to do them.

Ms. Travis reviewed the advertising for the International Trade and International Consumer.

Ms. Lenox questioned the schedule for the online items. Ms. Travis didn't know when the new web site would be launched. She will provide proposals, at the September meeting, for the selection of a person to redo the web site. Ms. Lenox suggested that the web site be evolved, to reflect the new branding.

Mr. Garcia-Tunon suggested advertising in Toronto and Montreal. Ms. Travis discussed plans for a travel trade event, representation, and FAM trips for Canada.

Ms. Lenox discussed Virtuoso and spoke in favor of tactical advertising in Canada.

Dina Cellini - 211 Bal Cross Drive, questioned if the Village would pay for the journalists to come from Canada to the Village. Ms. Travis advised that the Village would, but that the properties would pay for some of the items.

A motion was offered by Ms. Lenox and seconded by Mr. Garcia-Tunon to approve the Advertising Budget (\$657,892.00). The motion carried (4-0).

Agency: Ms. Travis reviewed the item (\$140,000.00). She thought that the amount for creative brand work would be decreased.

Production/Collateral: Ms. Travis reviewed the item (\$99,100.00). Mayor Rosenfield clarified that the museum access was in response to the Committee's request, which also benefitted the residents.

Entertainment/Travel: Ms. Travis reviewed the line item (\$244,475.00). She reviewed the schedule for sales trips, media visits, catering to offices, etc. for Suzanne Corbo (Northeast), Marcia Chiota (Sao Paulo and other areas in Brazil), Carmen Florio (Argentina), Mara Franco (Mexico), and a Russian mission.

Ms. Lenox and Mr. Garcia-Tunon spoke against participating in POW WOW, since the high-end markets didn't participate. Ms. Travis noted that one of the Village's hotels had wanted to participate. *It was the consensus of the Committee to use the money from POW WOW for something else.*

Ms. Lenox and Mr. Garcia-Tunon spoke in favor of participating in ILTM.

Ms. Lenox will provide the Committee with research on the shows available in Canada.

Ms. Lenox suggested that ILTM Mexico be considered. Ms. Travis noted that would be in the next budget year.

It was the consensus of the Committee to leave the \$20,000.00 (originally indicated for POW WOW) as Contingency, for possible use in Mexico or Canada.

Dina Cellini - 211 Bal Cross Drive, questioned the costs for dining on Ms. Travis' purchasing card. Ms. Travis will review that under FAM trips.

A motion was offered by Ms. Lenox and seconded by Mr. Garcia-Tunon to approve the Entertainment/Travel budget (\$244,475.00). The motion carried (4-0).

FAMS: Ms. Travis reviewed the item (\$91,650.00) and explained that Familiarization (FAMS) tours brought people to the Village, to garner press exposure, etc. She explained the process of the properties providing items such as complimentary rooms and meals, while the Village normally paid for airfare, transportation, some meals, etc.

Dina Cellini – 211 Bal Cross Drive, discussed the dining paid by the Village for the journalists, etc. Ms. Travis clarified that if money was saved with complimentary tickets then that saved money would be used at her discretion to bring more people in, for additional transportation, etc. She explained that the journalists were given an agenda, with a list of the items that were complimentary.

A motion was offered by Ms. Lenox and seconded by Mr. Garcia-Tunon to approve the FAMS budget (\$91,650.00). The motion carried (4-0).

Organizations: Ms. Travis reviewed the item (\$40,000.00) and noted that postcards would be mailed to the residents, regarding the museum programs.

A motion was offered by Mr. Garcia-Tunon and seconded by Ms. Lenox to approve the Organizations budget (\$40,000.00). The motion carried (4-0).

Councilman Packer noted that some residents were not receiving the mailings. Ms. Travis indicated that she used the mailing list provided by the Village. Mr. Smith reported that the building managers would be requested to validate the lists of residents.

Neil Alter – 9801 Collins Avenue, noted that there were a lot of deceased people on the mailing list.

David Kwiat – 10185 Collins Avenue, didn't think that it was easy to keep the list updated.

Dina Cellini – 211 Bal Cross Drive, noted that the mailing list was a recurring problem that needed to be addressed. She suggested that the water/sewer bill addresses be used, to validate the addresses for the homes. She also suggested that the notifications be sent out in a timelier manner.

Mr. Wallace explained that he could provide a list that had the mailing addresses from the County Property Appraiser's Office, which would show the property owner or current occupant.

Neil Alter – 9801 Collins Avenue, suggested that a personal letter be sent to the building managers on a monthly basis, requesting notification of deceased people.

Councilman Packer also suggested that the building managers notify the Village of changes in the residents.

Mr. Smith will look into the issue.

Representation: Ms. Travis reviewed the item (\$378,000.00).

Councilman Packer questioned if tracking was done to gauge the return from each representative. Ms. Travis explained that tracking was done for the media/public relations, but sales were hard to track, so she relied on the hotels to provide feedback. Ms. Lenox thought that the representatives were critical to open doors in their markets, which the Village didn't have the power to do. Mr. Garcia-Tunon noted that the marketing value could be seen, but sales were hard to see. He discussed the small fee paid for the amount of volume that was received.

David Kwiat – 10185 Collins Avenue, questioned why Germany, UK, France, and Holland were omitted. Ms. Travis explained that the markets selected were the key markets for the Village.

Dina Cellini – 211 Bal Cross Drive, discussed the importance of the sales. Ms. Travis explained that public relations translated into sales. Ms. Lenox agreed that public relations directly correlated to sales.

A motion was offered by Ms. Lenox and seconded by Mr. Garcia-Tunon to approve the Representation budget (\$378,000.00). The motion carried (4-0).

Internet: Ms. Travis reviewed the item (\$94,500.00) and the plans to re-develop the tourism site.

Ms. Lenox discussed the importance of the new identity and new branding going hand in hand. Ms. Travis reviewed the timing and noted that it would be in synergy with the new branding.

Mayor Rosenfield suggested looking at high-end travel ships that left out of Fort Lauderdale or Miami. Ms. Lenox explained that the ships' travel pattern was not consistent of when the St. Regis needed business. Mr. Garcia-Tunon agreed and noted that the cruise line wanted to sell the ONE hotel, as part of a package, at a very low cost.

Mr. Garcia-Tunon spoke in favor of a blogger, to keep the Village current daily. Ms. Lenox agreed that the public needed to be engaged. Ms. Travis reported that she was interviewing writers.

David Kwiat – 10185 Collins Avenue, questioned what the Village was selling. Ms. Travis explained the goal to promote the destination and to sell the hotels, restaurants, and the Shops. Mr. Kwiat suggested that kosher restaurants, houses of workshop, etc. be considered as a selling point for the Village. Mr. Garcia-Tunon noted that the ONE did that.

A motion was offered by Mr. Garcia-Tunon and seconded by Ms. Lenox to approve the Internet budget (\$94,500.00). The motion carried (4-0).

Events: Ms. Travis reviewed the item (\$65,000.00) and discussed art chats, which would be done in lieu of the creation of new artwork. Mr. Garcia-Tunon discussed the large amount of people that attended the art chats.

Mayor Rosenfield suggested that the concerts on the beach be reviewed. She spoke in favor of more art, not just the art chats. Ms. Travis wanted the art to make sense financially, before doing anything else.

Ms. Travis reported that she decreased the number of movies to two, during Christmas and Easter.

Councilman Packer spoke against decreasing the amount of movies. Mayor Rosenfield agreed and discussed the success of the movies. Mr. Garcia-Tunon also spoke in favor of the movies.

Dina Cellini – 211 Bal Cross Drive, discussed the lack of seating for residents and suggested that the movies only be advertised to the residents and hotel guests. Ms. Travis discussed the purpose of the movies to build the equity in Bal Harbour, as a destination. Mr. Garcia-Tunon agreed and discussed the purpose of the movies, to drive traffic to the Village, hotels, etc. Ms. Cellini noted that a lot of the resort tax revenue was generated by the residents, so that should be used towards items for the residents, as well as the tourists. Mr. Garcia-Tunon suggested a VIP section for Village residents.

Mayor Rosenfield suggested that the line item be increased, to provide for four movies (two in the fall and two in the spring).

It was the consensus of the Committee to budget an additional \$24,000.00, for two more movies.

Ms. Travis explained that hotel guests with children would receive a gift certificate for a children's book at Books and Books.

Councilman Packer discussed the successful Village events at Books and Books.

Dina Cellini – 211 Bal Cross Drive, suggested looking into traveling chorus/vocal groups for performances. Ms. Travis will look into it and speak to the Shops, but noted that there wasn't a great response when that was done in the past. Mayor Rosenfield will speak to FIU.

A motion was offered by Ms. Lenox and seconded by Mr. Garcia-Tunon to approve the Events budget (\$89,000.00). The motion carried (4-0).

Overall Budget: Ms. Travis explained the resort tax revenue, which was also used to pay for aesthetic items for the Village.

Dina Cellini – 211 Bal Cross Drive, questioned if money had been budgeted to paint the Haulover bridge. Mr. Smith explained that, if that was done, it would be paid out of the beautification portion of the resort tax budget, which would be reviewed by the Budget Committee tonight. Mayor Rosenfield discussed the beach and landscaping, which resort tax funds paid for.

Councilman Packer discussed the possibility of using resort tax money, for new signage for the Village.

Dina Cellini – 211 Bal Cross Drive, thought that the Village residents should know that part of the resort tax money paid for the aesthetics for the community.

David Kwiat – 10185 Collins Avenue, questioned if resort tax money could be used for sidewalk improvements. Mayor Rosenfield didn't know, but noted that would be a capital investment.

David Kwiat – 10185 Collins Avenue, discussed the amount of money spent to advertise the hotels. Mayor Rosenfield explained that the money was used to advertise the Village, as a destination.

Dina Cellini – 211 Bal Cross Drive, questioned what would be done with the tourism bus, since it was being eliminated. Ms. Travis noted that the Village would either buy the bus from the Tourism Department, or sell it back to the company.

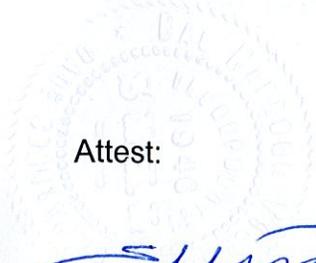
Councilman Packer noted that Dr. Krop had advocated increasing the beach renourishment fund, from \$1 million to at least \$1.5 million. Ms. Travis noted that fund balance could be used.

A motion was offered by Mr. Garcia-Tunon and seconded by Ms. Lenox to approve the Overall budget (\$2,323,946.00). The motion carried (4-0).

The next meeting is scheduled for September 12, 2013, at 9:00 a.m.

4. ADJOURN: There being no further business, the meeting was adjourned by consensus of the Committee at 11:20 a.m.

Attest:




Ellisa L. Horvath, MMC, Village Clerk


Mayor Jean Rosenfield