

BAL HARBOUR VILLAGE
BRANDING PRESENTATION MINUTES
APRIL 8, 2014

A presentation, for the public to review and provide input on the Bal Harbour Brand Guide, was held on April 8, 2014, at The St. Regis Bal Harbour Resort (9703 Collins Avenue, Bal Harbour, Florida). The presentation started at 6:20 p.m.

Ms. Travis welcomed those in attendance and recognized the following members of the Council and Resort Tax Committee, who were in attendance:

Council Members: Mayor Jean Rosenfield, Councilwoman Patricia Cohen, Councilman Martin Packer, and Councilman Jaime M. Sanz

Resort Tax Committee Members: Bruce Gelb, Sandra S. Lansing, and Angelica Lenox

Also present: Jorge M. Gonzalez (Village Manager), Ellisa L. Horvath (Village Clerk), and Carolyn Travis (Director of Tourism Marketing)

Ms. Travis provided a brief history of the Village and changes in the structures, tourism, and advertising.

Andrea Spiegel (Managing Director) - Partners & Napier, reviewed a Powerpoint presentation of the proposed Brand Guide, which included comments from the prior meetings.

Council members, Resort Tax Committee members, and members of the public provided comments. All those in attendance provided positive input, on the Brand Guide presented.

Ms. Travis explained the next steps in the process, which included: creating a document, Council consideration, and a new campaign.

Mr. Gonzalez explained the resort tax process.

Ms. Travis explained the purpose of the Brand Guide and how it would be used.

Mayor Rosenfield thanked those in attendance, for providing input. She encouraged residents to attend the Council and Resort Tax Committee meetings.

The workshop ended at 7:20 p.m.

Prepared and submitted by:




Ellisa L. Horvath, MMC, Village Clerk