

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – JANUARY 9, 2014

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on January 9, 2014, 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
Michael M. Krop
Angelica Lenox
Richard Lodes

Absent: Bruce Gelb
Sandra S. Lansing

Others Present: Councilman Martin Packer
Jorge M. Gonzalez, Village Manager¹
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 Mr. Pearl.

3. APPROVAL OF MINUTES: A motion was offered by Dr. Krop and seconded by Mr. Lodes to approve the October 3, 2013 Regular Meeting Minutes. The motion carried (5-0).

4. FINANCIAL REPORT: Mr. Wallace reviewed the report in the agenda and clarified that the fund balance amount was unaudited.

Mr. Wallace will provide a year-end report as of October 1st, per Dr. Krop's request.

Ms. Travis reported a 53% increase over the prior year. She noted that the County (collectively) had reported a 10% increase.

Mr. Wallace estimated that \$20,000.00 of revenue had not been paid (collected) yet.

Dr. Krop suggested that all of the money be spent in the Tourism Maintenance line item that was budgeted each year. Mr. Wallace suggested that the line item be expanded, to ensure that the money would be used. Mr. Gonzalez will review that item, during the

¹ Mr. Gonzalez arrived during the Financial Update.

budget process.

5. DIRECTOR OF TOURISM MARKETING REPORT –

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

Summaries for 2012/2013: Ms. Travis reviewed the 2012/2013 efforts, included in the agenda (ad and public relations value).

Q1 Travel (October 2013-December 2013): Ms. Travis reviewed the following items: Brazilian Roadshow, Sales and PR mission to Moscow and Kiev, Argentina Blitz (St. Regis Bal Harbour), International Luxury Travel Market (Cannes, France) reception, American Express Destination Day (Atlanta, Georgia) – GMCVB co-op.

Ms. Lenox discussed the positive return on investment from the ILTM reception.

Ms. Travis reviewed the ongoing sales calls, sales presentations, educational seminars, and hosted events, to key travel trade.

Upcoming Travel: Approvals: Ms. Travis reviewed and requested approval of \$40,700.00, for the following items:

- Montreal Media Trip (February) \$4,000.00
- Argentina Client Event and Marketing Blitz (April/May) \$20,700.00
- Sao Paolo Travel Week Trade Show (May) \$14,500.00
- Sao Paolo Media Mission (May) \$1,500.00

A motion was offered by Ms. Lenox and seconded by Mr. Garcia-Tunon to approve \$40,700.00 for the requested items. The motion carried (5-0).

Advertising: Ms. Travis reviewed options for the advertising strategy and recommended keeping the Departures insert, some NY Times solutions, and moving the rest to the beginning of the season (in the Fall), while running locally in July/August.

It was the consensus of the Council to agree with Ms Travis' recommendation.

Ms. Travis explained that the Partners & Napier branding contract would be on the January Council agenda, with a workshop to be scheduled after approval. She noted that once the brand document was provided, it would be bid out to creative firms. She anticipated completion by June. Mr. Gonzalez explained the concept for Partners & Napier to look at the Village, including its government and residential components, to blend with what the brand would be.

Museum Access Program: Ms. Travis recommended extending the museum program and adding the family collections for Rubell, Margulies, De La Cruz, and CIFO, as well as creating collateral to extend through the calendar year.

Ms. Travis will send out another notice to residents regarding the program, per Mayor

Rosenfield's request.

Mr. Gonzalez suggested that the museum cards be mailed directly to residents and for them to then contact the Village for activation. Ms. Travis agreed and noted that activation could be done online.

Mr. Gonzalez clarified that each member of a household would be provided with a card. He suggested that admission be offered, in lieu of membership, to reduce the cost for MOCA and PAMM (from \$10,000.00 each to \$5,000.00 each). In addition, he suggested that information be provided to the members of the Village's program, via quarterly reports from the Village's Curator (Claire Burkel).

A motion was offered by Dr. Krop and seconded by Ms. Lenox to expand the museum access program to the four family collections (\$2500.00 each for Rubell, Margulies, De la Cruz, and CIFO) and to re-negotiate the annual fees with the museums (\$5,000.00 each for MOCA, PAMM, Bass Museum of Art, and Wolfsonian). The motion carried (5-0).

Branding Contract: Ms. Travis recommended approval of the agreement with Partners & Napier, Inc. for marketing and branding related services.

A motion was offered by Mr. Garcia-Tunon and seconded by Mr. Lodes to approve the agreement with Partners & Napier for marketing and branding related services. The motion carried (5-0).

Weekly Report: Ms. Travis will send the report to interested members.

6. OTHER BUSINESS:

Dr. Krop discussed a new hotel in Surfside, which may benefit the Village's businesses. Mr. Gonzalez agreed and suggested that the Village provide collateral material to their concierge.

Councilman Packer suggested that resort tax money be used, for a railing around the jetty. Mr. Gonzalez will look into the right safety solution for that area.

Mayor Rosenfield discussed the positive comments received from residents and tourists, regarding the Village's beach renourishment.

Councilman Packer also discussed the positive comments regarding the beach and suggested that pictures of the Village's enhanced beach be utilized.

Polo Program: Ms. Lenox distributed the St. Regis Polo Program Collateral Deck.

Marco Selva, General Manager – St. Regis Bal Harbour, discussed plans and requested the Village's support, for the first polo event on the beach, possibly in early April. Tito Gaudenzi - Lifestyle Companies LLC, reviewed the concept for an annual polo program, on the beach behind the St. Regis.

Mr. Gonzalez discussed the success of the polo program in Miami Beach and the idea not to adversely affect or limit access to the beach.

Ms. Travis noted that the program was in line with the Village's branding efforts.

Mr. Selva will inform the adjacent property owners, regarding the program, per the request of Dr. Krop and Mr. Gonzalez.

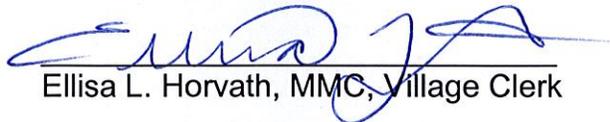
Mr. Gonzalez noted that there would need to be discussion on how the Village would participate.

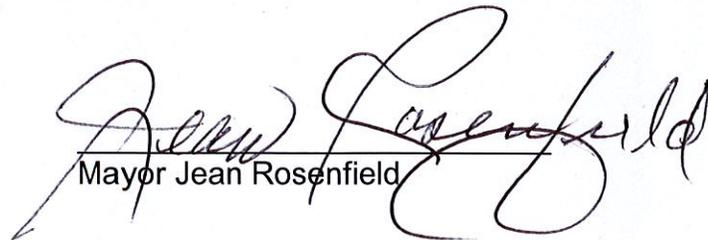
A motion was offered by Mayor Rosenfield and seconded by Mr. Lodes to proceed with negotiations for a possible polo event, at the St. Regis Bal Harbour. The motion carried (5-0).

7. ADJOURN: There being no further business, **the meeting was adjourned by consensus of the Committee at 10:22 a.m.**

Attest:




Ellisa L. Horvath, MMC, Village Clerk


Mayor Jean Rosenfield