

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – FEBRUARY 13, 2014

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on February 13, 2014, in the Conference Room at Bal Harbour Village Hall (655 – 96th Street, Bal Harbour, Florida).

The meeting was called to order at 9:02 a.m. by Mayor Rosenfield.

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

Mayor Jean Rosenfield, Chair
Gilberto Garcia-Tunon
Bruce Gelb
Michael M. Krop
Richard Lodes

Absent: Sandra S. Lansing
Angelica Lenox

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

3. APPROVAL OF MINUTES: A motion was offered by Mr. Lodes and seconded by Mr. Garcia-Tunon to approve the January 9, 2014 Regular Meeting Minutes. The motion carried (5-0).

4. FINANCIAL REPORT: Mr. Wallace reviewed the report in the agenda. He explained that the revenue figures were not included, since there were some outstanding issues including revenue not being received and incomplete reports. Ms. Travis and Mr. Gonzalez both explained the importance of providing figures to the Board that were accurate.

Dr. Krop questioned the status of the year-end report that was requested at the last meeting. Mr. Wallace will provide the report later today.

Dr. Krop reviewed the PR Firms line item. Mr. Wallace didn't think there had been any expenditures, but would review that item. Ms. Travis clarified that the line item was for travel for PR firms, not fees for the PR firms, and FAM trips. She will provide a clearer title for that line item.

5. DIRECTOR OF TOURISM MARKETING REPORT -

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

Sales & Marketing – January 2014: Ms. Travis reviewed the following items: Virtuoso Regional Meetings (Chicago), American Express/Viajes Intermex Seminars (Mexico), and In Market Sales.

Mayor Rosenfield discussed Virtuoso and the importance of informing the travel agents in that area about Bal Harbour. Mr. Gelb suggested that the success of Virtuoso be tracked. Ms. Travis discussed the difficulty in doing that.

Upcoming Travel: Approvals: Ms. Travis reviewed and requested approval, for the following items:

- **POW WOW (Chicago in April):** Ms. Travis discussed the significance of the event to the Sea View hotel. She explained that the Committee had deleted funding for a booth to participate, during the budget process, but noted that the GMCVB had offered the Village to participate in their booth for \$5,000.00. She clarified that the Sea View would pay the travel expenses for their representative to attend, on behalf of the Village. Ms. Travis thought that the POW WOW trade show would also be important to the Quarzo property, in the future.

Mayor Rosenfield spoke in favor of the trade show as another opportunity, to inform the mid-west about the Village.

A motion was offered by Mr. Gelb and seconded by Mr. Garcia-Tunon to approve \$5,000.00 to participate with the GMCVB at POW WOW. The motion carried (5-0).

- **American Express Luxury Summit (Naples, FL in April):** Ms. Travis reviewed the item and requested approval of \$4,500.00 to participate.

A motion was offered by Mr. Garcia-Tunon and seconded by Mr. Lodes to approve \$4,500.00 for the American Express Luxury Summit. The motion carried (5-0).

- **Unscripted:** Ms. Travis reviewed the program and requested approval of \$28,500.00 (\$2,375.00 monthly fee) for Claire Breukel (Curator) to continue to program and manage the Unscripted Bal Harbour Art Program. She reviewed the tasks that Ms. Breukel would be doing.

Ms. Travis explained the art chats. Mayor Rosenfield suggested that attendees sign in, to see if residents and/or tourists attended. Mr. Garcia-Tunon discussed the success of the program at the ONE, which brought in different clientele. Ms. Travis noted that as the program grew, people would become more engaged. Mr. Gonzalez discussed the Village's role in providing information to the residents about the programs. He discussed providing a public art program that was educational, for increased value to the residents/tourists.

Mayor Rosenfield reported that the Council had given direction to its Lobbyist to encourage the State to allow art in the public right-of-ways (medians).

Mayor Rosenfield requested that Ms. Breukel attend a meeting and provide a report.

A motion was offered by Mr. Garcia-Tunon and seconded by Mr. Gelb to approve \$28,500.00 for Claire Burkel (Curator). The motion carried (5-0).

Dr. Krop suggested that Ms. Breukel's role be reviewed in a couple of months, to see how she was doing. Mr. Gonzalez noted that Ms. Burkel would present a plan of work, at a meeting.

Museum Access: Ms. Travis reported that the extended program would be presented to the Council for approval, at their February meeting. She added that the cards would now be mailed to residents, in lieu of them being picked up at Village Hall.

Branding: Ms. Travis reported that a Branding Workshop, for the public, would be held at the ONE Bal Harbour on February 19th at 5:00 p.m., to collect data and create a brand guide book. She explained the format of the meeting and the role of the Committee members. Mr. Gonzalez discussed the importance for each member to facilitate conversation at their table. He noted that input would be gathered, confirmation would be received on the correct direction, it would come back to the Committee to finalize, and then a developed package would be presented to the Council.

Ms. Travis requested Committee members to contact her, if they wished to review the presentation, prior to the workshop.

Budget: Dr. Krop voiced concern regarding the budget, due to the reporting issues discussed earlier. Mr. Gonzalez explained that the reports that were received from three of the venues may have incorrect figures, which would skew the numbers. He noted that reports from other venues had indicated that tourism had increased, but the reports in question had shown a decrease (up to 10%). He clarified that the issue was being researched and it would be reported on next month.

6. OTHER BUSINESS:

Mayor Rosenfield reported that the surrounding municipality mayors (Surfside, Bay Harbor, and Indian Creek) had requested Bal Harbour's cooperation, since they would be focusing more on tourism. Ms. Travis agreed that there were things that the municipalities could do together.

Mr. Gonzalez discussed partnering with GMCVB on luxury items, to best use their resources.

Polo Event: Ms. Travis reported that the St. Regis was moving forward with a polo event, in November. Mr. Gonzalez noted that the Committee would recommend how the Village would participate in the event.

Beach Renourishment:

Dr. Krop noted that the renourishment should be finished within the next week, but there had already been some sand loss behind the Kenilworth (10205 Collins Avenue) building.

Councilman Packer discussed the sand loss behind his building.

Mr. Smith reported that the dredging company had explained that was a natural part of the process. He was waiting to hear from Brian Flynn (Miami-Dade County) on the possibility of another solution, or if it would naturally come back.

Mr. Garcia-Tunon discussed the cliff in the water, which he was told would also naturally resolve itself.

Mr. Gonzalez reported that the Village would see what could be done, but it was the County and Army Corps project and they would be the ones to sign off on it.

Councilman Packer discussed using Village funds to grade the sand. Mr. Gonzalez noted that the Village could look into doing that.

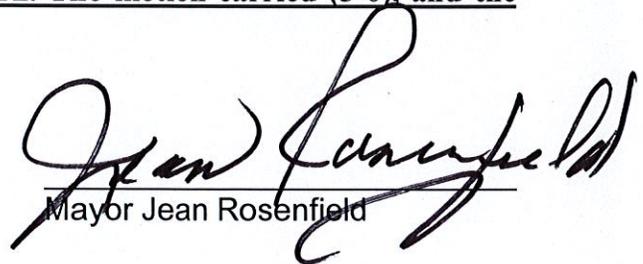
Mr. Gonzalez reported that the Police Department was addressing traffic issues.

Mayor Rosenfield commended the increased police visibility.

The Resort Tax Committee members in attendance indicated that they would attend the Branding Workshop.

The next meeting will be held on March 13, 2014, at 9:00 a.m.

7. ADJOURN: There being no further business, a motion was offered by Dr. Krop and seconded by Mr. Garcia-Tunon to adjourn. The motion carried (5-0), and the meeting was adjourned at 10:00 a.m.


Mayor Jean Rosenfield



Attest:


Ellisa L. Horvath, MMC, Village Clerk