

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – MARCH 11, 2010

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, March 11, 2010, in the Conference Room at Bal Harbour Village Hall (655 – 96th Street, Bal Harbour, Florida).

1. CALL TO ORDER/ROLL CALL: The meeting was called to order at 9:00 a.m. by Mayor Rosenfield. The following members were present:

Mayor Jean Rosenfield
 Michael M. Krop
 Sandra Lansing
 Gary Karlsson (Alternate for Richard Lodes)

Others Present:

Alfred J. Treppeda, Village Manager
 Ellisa L. Horvath, MMC, Village Clerk
 Matthew Pearl, Village Attorney
 Christopher Wallace, Finance Director
 Carolyn Travis, Director of Tourism Marketing
 Assistant Mayor Joni D. Blachar
 Councilwoman Patricia Cohen
 Councilman Martin Packer

Absent:

Bruce Gelb
 John Manrique

As a quorum was determined to be present, the meeting commenced.

2. PLEDGE OF ALLEGIANCE: The Pledge was led by Dr. Krop.

3. APPROVAL OF MINUTES: *A motion was offered by Ms. Lansing and seconded by Dr. Krop to approve the February 11, 2010 Regular Meeting Minutes. The motion carried (4-0).*

4. DISCUSSION OF TOURISM BUS – DR. MICHAEL KROP: Dr. Krop explained that it was his understanding that if the tourism bus didn't work out, then the Village could buy the bus for use as the Village bus. He reported that the Village has now bought its own bus. He is concerned because the bus is a lot of money and clarified that he would not have voted for the tourism bus, under the current conditions.

Mayor Rosenfield explained that the Council had to buy a new Village bus, due to the condition of the existing bus. She continued that the tourism bus would have to be run through next year's tourism season, for proper evaluation, since it has not started yet. She discussed the Village's 9-month reserve and explained that the St. Regis would be off of the tax rolls for one year, but would come back on the following year. Mayor Rosenfield pointed out that the Council unanimously voted for the tourism bus, the bus needs an opportunity to work, and the tourism bus and/or Village's bus cannot be rescinded because they have been ordered, etc. She discussed the use of the tourism bus as a secondary bus

for special events for the Village.

Mr. Treppeda clarified that, prior to the Committee's vote on the issue, he advised that there was no promise for the Village to buy the tourism bus, so the Committee voted on the tourism bus knowing that. He agreed that there could be other uses for the tourism bus or it could be sold. Ms. Travis reported that the bus would cost approximately \$75,000 per year to run. Dr. Krop explained that he voted in favor of the bus, with the thought that it may be something temporary. He spoke against purchasing the bus. Ms. Lansing explained that the Village is now bound by a contract for the bus.

Dr. Krop requested that the minutes reflect that the Committee voted on the bus, with the option for the Village to buy it. Mayor Rosenfield pointed out that Mr. Treppeda clarified at the time of the vote that there was no guarantee that the bus would be bought by the Village. Ms. Travis reported that the company that the bus was bought from also buys buses back. She explained that there was a huge positive reaction from the travel community, in response to the Village's tourism bus.

5. RESORT TAX FINANCIAL UPDATE: Mr. Wallace reviewed the Financial Report, included in the agenda. He explained that the January activity was slightly decreased, compared to last year, but was not worrisome. He reported the budget to be on track for the year.

Dr. Krop requested the meaning of detract as it is used in the report. Mr. Wallace explained that there were some carry-over transactions in February that were approved in last year's budget but done in this year's budget. He clarified that some categories were re-allocated and adjusted due to that. He explained that including those transactions would not provide a clear picture, so adjustments were made to net to zero (money was changed from one category to another). Mr. Wallace reported that the December 31st date in the report should show as February.

Dr. Krop discussed figures for February 09, including the St. Regis, which he will meet with Mr. Wallace to discuss. Mr. Wallace explained that some revenues posted to the tourism fund are not related to the revenue from tourists. He clarified that the Committee had requested that the tables only show tourism funds. Mr. Wallace will present a new format next month. Dr. Krop requested that the table only show the prior five years and have a larger font.

Dr. Krop discussed Revenues (other) and questioned where that money is going. Mr. Wallace explained that the reserves were from fund balance from the prior year. He clarified that those monies have already been spent. Ms. Travis clarified that they were re-appropriated funds.

Dr. Krop explained that he has been approving everything with the intention that it would affect the bottom line. He discussed not doing as well this year compared to last year, when practically nothing was done. Mr. Wallace explained that they may want to adjust expenditures according to revenue received. He clarified that the revenues were not as strong as last year, but not that they're not far off. He agreed that it is good to watch it, but explained that he wouldn't allow the Committee to spend more expenditures than what is being brought in, which he monitors. Mr. Wallace has confidence in Ms. Travis' ability to monitor it as well.

Mayor Rosenfield introduced Assistant Mayor Blachar, Councilman Packer, and Councilwoman Cohen.

6. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN

TRAVIS: Ms. Travis reviewed the following items:

LDPR – Nation Public Relations: The report and clippings were provided in the agenda. A PowerPoint presentation was given later in the meeting.

Local PR – Robyn Ross and Christine Procel: The report was provided in the agenda. Ms. Robyn Ross was in attendance.

Suzanne Corbo – Director of Leisure and Corporate Sales: The report was provided in the agenda. Ms. Travis reported that Ms. Corbo would attend the April meeting, to provide her quarter-end synopsis and results.

Laura Schmidt – Director of European Sales: The report was provided in the agenda. Ms. Travis reported that Ms. Schmidt would be focusing on sales calls in France, Spain, and the UK.

LDPR Presentation: Ms. Travis reported fantastic results after working with the LDPR for six months. She distributed an article in USA Today. She explained that the team would come twice a year for presentations.

The Committee moved to the Council Chamber for a PowerPoint presentation by Laura Davidson, Meghna Patel, and Elizabeth Bishop. The Committee returned to the Conference Room.

The Committee discussed the article in USA Today. Mayor Rosenfield discussed the importance of bringing families and people interested in the arts to the Village.

Action Plans through April: Ms. Travis distributed and reviewed a synopsis for March and April. She discussed 10,000 travel agent database, monthly e-newsletters, consumer marketing campaign, 7,000 email database for people to receive the calendar of events, placing the B-roll and photos from the events held, and working on tracking bookings through web sites.

Ms. Travis reported that the Opera event would be moved inside the ONE Bal Harbour hotel, due to the weather.

Mayor Rosenfield discussed Mitchell Kaplan, Books & Books, and his excitement about the events in Bal Harbour.

Ms. Travis distributed and reviewed a proposal for a beach fitness program with Nomi Pilates for March, April, and May (\$1800 for three times per week, on the beach behind the ONE Bal Harbour).

A motion was offered by Dr. Krop and seconded by Ms. Lansing to approve \$1800.00 for three months (March, April, and May) for fitness classes on the beach. The motion carried (4-0).

Dr. Krop requested an update on the success of the Children's Club. Ms. Travis reported that it was doing okay, but that it required a grass roots effort. Councilwoman Cohen suggested that the Neighbors reporter focus on the Kids Club. Ms. Travis agreed. Councilwoman Cohen discussed focusing on celebrities at the Shops, etc. Ms. Travis discussed the social photographer on retainer. Mayor Rosenfield discussed promoting the fishing at the Haulover Inlet. Councilwoman Cohen reported that fresh fish could also be bought there. Laura Davidson suggested a family fishing expedition, etc. as an activity. Ms. Travis discussed the kite flying activities also available at Haulover.

Mayor Rosenfield requested that the activity cards be sent out sooner. Ms. Travis requested help in getting the building managers to post the flyers on their boards. Councilwoman Cohen suggested that the Council help with that.

Councilwoman Cohen questioned the meaning of evergreen stories. Ms. Davidson reported that those are stories that could be revisited at any time.

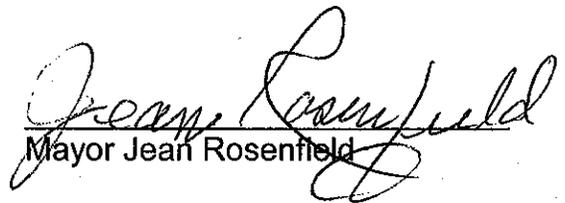
Councilman Packer questioned the conflict of interest between Laura Davidson and other clients. Ms. Davidson reported that she doesn't work with other close similar communities to Bal Harbour that would conflict with what they are doing for the Village.

7. OTHER BUSINESS:

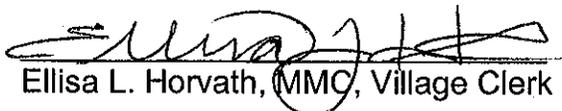
Mayor Rosenfield requested that the April meeting be changed from April 8, 2010 to April 15, 2010 at 9:00a.m., so that it is a week prior to the Council meeting. *It was the consensus of the Committee to change the April meeting to April 15, 2010.*

Jorge Arevalo, ONE Bal Harbour, discussed the Village working with his PR firm.

8. ADJOURN: There being no further business, *it was the consensus of the Committee to adjourn. The meeting was adjourned at 10:26 a.m.*


Mayor Jean Rosenfield

Attest:


Ellisa L. Horvath, MMC, Village Clerk