

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – APRIL 15, 2010

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, April 15, 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 9:02 a.m. by Mayor Rosenfield. The following members were present:

Mayor Jean Rosenfield
 Bruce Gelb
 Michael M. Krop¹
 Sandra Lansing
 Richard Lodes
 John Manriquez²

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
 Suzanne Corbo, Director of Leisure and Corporate Sales
 Councilwoman Patricia Cohen
 Councilman Martin Packer
 Florent Gateau, ONE Bal Harbour Resort & Spa
 Raj Singh, Sea View Hotel

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 Dr. Krop and seconded by Ms. Lansing to approve the March 11, 2010 Regular Meeting Minutes. The motion carried (5-0).*

4. RESORT TAX FINANCIAL UPDATE: Mr. Wallace reviewed the report and discussed the new format. Dr. Krop requested that the report only show the prior five years.

Mr. Manrique arrived.

Ms. Lansing questioned what would constitute other revenue. Mr. Wallace explained that it would be miscellaneous items that could not be categorized. Ms. Travis clarified that she requested that other revenue and interest be separated, in order to gauge/compare things better.

¹ Dr. Krop left the meeting during the Web Site Update.

² Mr. Manrique arrived during discussion of the Financial Update.

Dr. Krop pointed out that most of the column figures were wrong on the report. Mr. Wallace agreed. He will review and provide the Committee with a new report. Dr. Krop also requested that the prior five years be shown.

5. CONSIDERATION OF RECOMMENDATION TO THE VILLAGE COUNCIL FOR RESORT TAX COMMITTEE MEMBER APPOINTMENT: Ms.

Travis introduced Florent Gateau, the new General Manager for the ONE Resort & Spa.

Florent Gateau, ONE Bal Harbour Resort & Spa, reviewed his resume and requested to serve as a member of the Committee.

A motion was offered by Ms. Lansing and seconded by Mr. Gelb to recommend that the Village Council appoint Florent Gateau to the Resort Tax Committee. The motion carried (6-0).

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. Ms. Travis reviewed the ad and PR value.

Local PR – Robyn Ross and Christine Procel: The report was provided in the agenda. Ms. Travis discussed the large amount of press produced for the cultural series. She requested a contract extension with Ms. Ross and Ms. Procel for another 6 months, to the end of the fiscal year, at \$4,000 monthly (budgeted item).

A motion was offered by Mr. Lodes and seconded by Dr. Krop to extend the Local PR contract with Robyn Ross and Christine Procel for another 6 months (until the end of the fiscal year) at \$4,000 monthly. The motion carried (6-0).

Suzanne Corbo – Director of Leisure and Corporate Sales: The report was provided in the agenda. Ms. Corbo was in attendance and provided a presentation later in the meeting.

Laura Schmidt – Director of European Sales: The report was provided in the agenda. Ms. Travis reported that Ms. Schmidt was in the UK and France, with plans to travel to Spain this week and Italy in June. She explained the focus of funneling the key tour operators, which showed great results.

Suzanne Corbo Presentation: Ms. Corbo distributed and reviewed her 1st Quarter Review.

Ms. Travis will copy the Committee on the press clips. She discussed the change in focus to book the hotels and then sell the destination.

Ms. Corbo explained that she does sales calls to the call centers, travel agencies, etc. She discussed the focus on corporate business.

Ms. Travis discussed Travel Impressions (American Express Channel - Consumer Travel Network), which the ONE Bal Harbour is a member of and the Sea View is pending

approval.

Ms. Lansing discussed the possibility of being in the American Express Platinum cardholder booklet of fine hotels. Ms. Travis reported that they are working towards that.

Mayor Rosenfield discussed involvement with high-end cruises. Ms. Travis explained that the Village is a Virtuoso member. She reported that they are developing a program with the hotels and Shops, with the Voyager Club program.

Mr. Gateau discussed cleaning up the hotel's database, to have a clear picture of what is being produced and where people are coming from.

Ms. Travis explained that Virtuoso has an Intranet site and the Village will be the test for destination access. Mr. Lodes requested that clients be informed of how close the hotels are to the Shops.

Raj Singh, Sea View Hotel, questioned the efforts in South America, which is normally done in the next five to six months. He also recommended that the Village participate in POW WOW. Ms. Travis reported that the Village has hired reps that will start May 1st for Brazil, Latin America, etc. She explained that all advertising will ramp up towards Latin America for the summer. Ms. Travis reported that the cost for POW WOW didn't justify the focus. She will meet with Mr. Singh regarding the issue. Mr. Singh thinks that the focus has already been lost for the upcoming season, which will result in a decrease for the Village in the next few months.

Ms. Corbo questioned if the Sea View has contacts in Latin America. Mr. Singh reported that they do and explained that they have always offered to work with the Village. He reported that POW WOW was previously used to kick off the season in Latin America and he thinks there should be more focus on Latin America.

Mr. Singh reported that the Sea View has not been approached on some of the trips being done, which they would like to be a part of. Ms. Corbo agreed that they should be part of that. She will discuss collateral, etc. with Mr. Singh.

Mayor Rosenfield invited Mr. Singh to attend future meetings and advised that there will be more focus on Latin America.

Advertising: Ms. Travis distributed and reviewed a revised Advertising schedule including: Vogue Latin America \$30,000, Virtuoso \$50,000, and American Express Travel Impressions \$15,000, for a total of \$95,000 in budgeted funds.

Mayor Rosenfield questioned why nothing was done in Latin America in January through March. Ms. Travis reported that the ads started in April. Mayor Rosenfield suggested reinforcing the ads from January through March. Ms. Travis explained that brand equity was the focus domestically, since the brand recognition was already in Latin America. She agreed to look at it for next year. Mr. Manrique suggested a 90-day prior window. Ms. Lansing suggested advertising in March/April, to attract people from Latin America. Ms. Corbo discussed the trend for last-minute booking. Mr. Singh discussed the VISA requirements, resulting in earlier bookings. He recommended that the Village be more aggressive. Dr. Krop expressed concern that the Sea View has not been consulted with as much as the ONE Bal Harbour. Ms. Corbo explained that they can only bring opportunities

to the table and then it's up to the hotels to participate. She offered to assist the Sea View in any way possible. Mr. Singh expressed the desire to participate more, but discussed proprietary issues, etc.

A motion was offered by Mr. Gelb and seconded by Mr. Manrique to approve \$95,000 for the Advertising Revisions. The motion carried (6-0).

Proposal for In-House Support: Ms. Travis distributed and reviewed a Job Description/Bal Harbour Village Marketing and Event Coordinator for in-house support.

Mayor Rosenfield suggested hiring interns from FIU. Ms. Travis agreed with the use of interns for specific items, but thinks that a senior person is needed for other items. Mayor Rosenfield would like to exhaust all other avenues, since the Village has moved away from hiring people. Ms. Lansing agreed with trying to get an intern, before funding a paid position. Mr. Singh discussed his experience as an intern and agreed that there would be many well qualified people. Ms. Travis explained that she has not been happy with the resumes received from interns.

Ms. Travis discussed her schedule and the need for in-house support. She discussed the duties of an intern versus a full-time person. Mr. Gelb agreed with not having interns run events. He thinks that the Committee needs to decide if the Village wants to go to the next level and, if so, then the Committee needs to help find the person, etc. He thinks that if that is not done, then the Committee needs to make the decision to scale back.

Mayor Rosenfield discussed the budget. Ms. Travis suggested a salary of \$35,000 plus benefits. Mr. Wallace reported that adding fringe benefits would provide a total cost of approximately \$60,000 (salary and benefits). Mr. Treppeda reported that if the person were under a contract, then benefits would not have to be provided. Ms. Travis reported that she received three good resumes.

Mayor Rosenfield suggested that the Committee approve the person, if someone is hired. Ms. Lansing suggested that the Committee review the resumes. Mayor Rosenfield discussed Ms. Travis' focus to hire someone with experience, without having to be a constant teacher for an intern. Mayor Rosenfield discussed the possibility of a progress report for the year, so the Committee would know if it's on the right track.

Mr. Gelb agreed that the numbers would give some idea, but noted some of the programs would not reap the proceeds until the future (cultural series, etc.). He suggested that if the Committee decides to go forward, then it should allow Ms. Travis to hire someone without micromanaging who she hires or look through resumes. Mayor Rosenfield discussed the need for Council approval. Mr. Gelb suggested hiring a consultant, to manage the cultural series, etc.

Ms. Travis suggested hiring someone at \$35,000, as a consultant, for the first 6 months, to be evaluated for a full-time position. Mr. Pearl reported that a consultant could be hired, which would come before the Council as a contract.

Dr. Krop expressed willingness to support Ms. Travis, but noted that the numbers need to increase from last year, which he hasn't seen. He spoke against hiring someone full time.

Ms. Travis reported that her marketing efforts started in November, so the numbers shown Bal Harbour Village Resort Tax Committee Regular Meeting Minutes 04/15/2010

are for November through February. She reported that there was an increase in revenue this month and explained that it takes time for results to show. Dr. Krop would be agreeable to a consultant for 6 months, but would like to see the results.

A motion was offered by Mr. Gelb and seconded by Mr. Manrique to approve a Consultant for 6-months at \$17,500, with the duties listed on the sheet provided by Ms. Travis, and the person to be chosen by Ms. Travis. The motion carried (6-0).

Summer Music/Culture Series: Ms. Travis distributed and reviewed the Summer Cultural Series Proposal. She requested approval of \$22,500.

A motion was offered by Mr. Manrique and seconded by Mr. Gelb to approve \$22,500 for the Summer Music Series (\$1500 per week). The motion carried (6-0).

Web Site Updates: Ms. Travis distributed and reviewed Website Updates.

Dr. Krop left the meeting.

Ms. Travis requested \$10,000 for a social media web site augmentation.

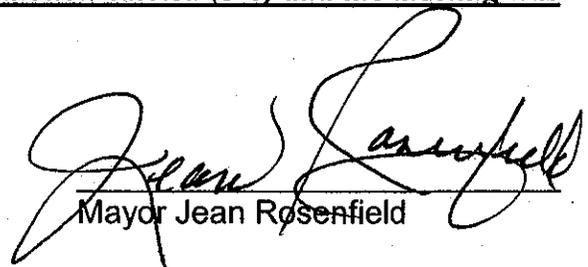
Mr. Singh suggested using caution about the comments that could be posted. Mr. Manrique requested clarification that the money is for the developer to create those items. Ms. Travis explained that it would create an area for the pictures and videos to be posted. Mr. Singh discussed the high cost and suggested that it be compared. Mr. Manrique agreed that the cost was excessive. Ms. Travis will get an analysis and bring it back to the Committee.

7. OTHER BUSINESS:

Mayor Rosenfield discussed Ms. Travis' picture and article in the Florida magazine.

Councilman Packer questioned focusing on Canada. Ms. Travis suggested that it be looked at for 2011. Mr. Singh agreed that it should be looked at.

8. ADJOURN: There being no further business, *a motion was offered by Ms. Lansing and seconded by Mr. Gelb to adjourn. The motion carried (5-0) and the meeting was adjourned at 11:02 a.m.*


Mayor Jean Rosenfield

Attest:


Ellisa L. Horvath, MMC, Village Clerk