

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – OCTOBER 14, 2010

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, October 14, 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 9:05 a.m. by Mayor Rosenfield. The following members were present:

Mayor Jean Rosenfield
 Florent Gateau
 Michael M. Krop
 Sandra Lansing
 Richard Lodes

Others Present:

Alfred J. Treppeda, Village Manager
 Ellisa L. Horvath, MMC, Village Clerk
 Andrea Greenblatt, Administrative Assistant
 Matthew Pearl, Village Attorney
 Christopher Wallace, Finance Director
 Carolyn Travis, Director of Tourism Marketing
 Heidi Barfels, Special Event Production &
 Promotion Services Consultant

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 the Committee.

3. APPROVAL OF MINUTES: *A motion was offered by Mr. Lodes and seconded by Ms. Lansing to approve the September 16, 2010 Regular Meeting Minutes. The motion carried (5-0).*

4. RESORT TAX FINANCIAL UPDATE: Mr. Treppeda distributed a revised financial report. Mr. Wallace explained the revisions and reported that the budget was expected to finish in accordance with the anticipated revenues/expenditures.

Ms. Travis explained that revenues had increased significantly during the month. She distributed and reviewed revenues for 2010 Total by Quarter. She noted that revenues had been on a continual incline for the restaurants and hotels. She reported that most of the surrounding areas were flat, so it was good that the revenue for Bal Harbour had increased. Ms. Travis expected the Stephen Starr restaurant to open at the Shops in January and anticipated a steady incline in revenue throughout the year.

Mayor Rosenfield discussed the public/residents not knowing that the restaurant at the Sea View was open every night. Ms. Travis discussed improvement of the relationship with the

Sea View, since they were communicating better with her now.

Ms. Lansing requested an update on the issue involving unrealized taxes on rentals. Mr. Treppeda explained that the cost to investigate those not paying in order to catch them would not result in enough money to justify doing so. Mr. Wallace agreed that the investigations would be expensive and discussed the difficulty in enforcing it. Dr. Krop suggested sending a letter to the properties notifying them of the situation. Mr. Treppeda explained that there had been letters and newsletter articles notifying the residents. Mayor Rosenfield clarified that revenue would be collected for any rentals under six months in length. Mr. Treppeda explained that if the Village knew about someone renting out a property for less than six months that was not paying, then an attempt was made to collect the tax.

Dr. Krop requested an explanation of the Sales Managers line item for the current and prior month. Mr. Wallace explained that if a bill was paid late then there would be a change in expenditures, etc. that would not be shown on the report. He will print out the details to show what was posted. He explained that the year to date number was the sum of all the transactions. Dr. Krop spoke against the report being done that way. Mr. Wallace will prepare and send the transactions that occurred from one month to the next.

5. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN

TRAVIS: Ms. Travis reviewed the following items:

1. **MONTHLY RECAP/STATUS:** Ms. Travis distributed and reviewed the report for September 2010.

2. **OVERVIEW OF REPORTS:** Ms. Travis reviewed the following reports that were included in the agenda: LDPR – National Public Relations, Suzanne Corbo – Director of Leisure and Corporate Sales, Laura Schmidt – Director of European Sales, and DLX Argentina. She reviewed the results from the edits and noted that LDPR had done an amazing job, especially for the first year. She explained that Ms. Corbo was targeting the local agencies and working with ONE Bal Harbour, tour operators, etc.

3. **INTERNAL REPORT:**

Tourism Shuttle: Ms. Travis reported that Ms. Barfels would be training the interns at the end of the month.

Email Campaign: Ms. Travis reported a database of over 15,000 for email blasts.

Direct Mail - Local: Ms. Travis distributed and reviewed the new fitness schedule.

Social Media: Ms. Barfels reviewed the Village's Facebook page. Ms. Travis reported that 549 people had joined the Village's page.

4. **PROPOSED ACTION PLANS:** Ms. Travis distributed and reviewed proposals for the following:

Ms. Travis requested approval of \$26,500 for the Action Plan/Budget for Suzanne Corbo.

A motion was offered by Dr. Krop and seconded by Ms. Lansing to approve \$26,500 for Suzanne Corbo's Action Plan/Budget as submitted. The motion carried (5-0).

Ms. Travis requested approval of \$11,060 for the Action Plan/Budget for Carmen Florio (Argentina Representative).

A motion was offered by Ms. Lansing and seconded by Dr. Krop to approve \$11,060 for Carmen Florio's Action Plan/Budget as submitted. The motion carried (5-0).

Ms. Travis requested approval of \$3,500 to advertise in Design Miami/2010 (Art Basel Book).

A motion was offered by Mr. Gateau and seconded by Ms. Lansing to approve \$3,500 for a full page advertisement in Design Miami 2010. The motion carried (5-0).

Ms. Travis distributed the LDPR (September-December 2010) plan.

Contribution to the GMCVB: Ms. Travis reported that the GMCVB had requested a \$100,000 annual contribution from the Village. She suggested a contribution of \$50,000, but receiving something tangible such as advertising or representation in Europe in exchange for it. Mr. Treppeda explained that the money would come out of the prior budget year. Mr. Wallace agreed. Ms. Travis discussed there being no concrete value for prior contributions. Ms. Lansing discussed the Village hiring its own representative (Europe) for that money. Mr. Treppeda explained that the prior Interlocal agreement had terminated, so there wasn't a legal obligation to give a contribution. Ms. Travis noted that the GMCVB had explained that they were promoting the whole destination of Miami, which included the Village. The Committee discussed prior contributions, when the Village was doing well, of up to \$250,000.

A motion was offered by Ms. Lansing to approve a \$10,000 contribution to the GMCVB. Ms. Lansing withdrew her motion.

A motion was offered by Dr. Krop and seconded by Mr. Gateau to approve a \$50,000 contribution to the GMCVB.

Mr. Lodes discussed the shortfall in the budget for FY 2011 and questions if the cuts were made. Ms. Travis reported that they were.

Ms. Lansing questioned what the GMCVB did for the money in the prior year. Ms. Travis didn't know. She explained that the GMCVB went after a more mass market, not specifically targeting Bal Harbour. Mr. Wallace explained that the Committee may be appropriating reserves to pay for any contribution. Mayor Rosenfield spoke against using money out of reserves.

The motion failed (1-4), with the roll call vote as follows: Mayor Rosenfield no; Mr. Gateau no; Dr. Krop yes; Ms. Lansing no; Mr. Lodes no; Mr. Gelb and Mr. Manrique absent.

Ms. Travis suggested giving the contribution, contingent upon an agreement that the

Village be involved with the GMCVB sales mission for free. Ms. Travis was directed to negotiate with the GMCVB for a \$25,000 contribution in FY2010 and a \$25,000 contribution in FY 2011, in exchange for involvement in the GMCVB sales missions for free, since 10% of the Village's tourism budget was cut. She discussed frustration in not receiving anything tangible from the Bureau. Mr. Wallace explained that the contribution expenditure would need to be approved by next month.

6. OTHER BUSINESS:

Discussion and Request to Change November Meeting Date: Mrs. Horvath requested that the Committee consider another meeting date for November, since the normal date fell on Veteran's Day (November 11, 2010).

It was consensus of the Committee to schedule the next meeting for Thursday, November 4, 2010 at 9:00 a.m.

Director of Tourism Bonus: Mr. Treppeda explained that the Village was unable to provide Ms. Travis with a salary increase, but the Council agreed to pay her the bonus monthly, instead of waiting until the end of the year (in December).

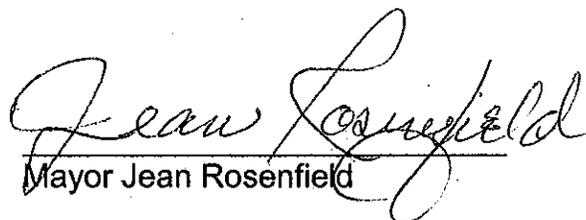
Ms. Travis explained that she had been working with Mr. Gateau to present a revised structure for the other bonus.

A motion was offered by Mr. Lodes and seconded by Mr. Gateau to approve Ms. Travis' bonus, to be paid on a monthly basis, not to be compounded onto her salary. The motion carried (5-0).

Dredging Project: Mr. Treppeda discussed the dredging project, to place sand on the beach, which was scheduled from October 18, 2010 for 45 days.

balharbour.com: Mr. Treppeda reported that the balharbour.com site was for sale at a cost of \$20,000-\$100,000. Ms. Travis and the Committee advised that they were not interested in purchasing the site.

7. ADJOURN: There being no further business, **a motion was offered by Ms. Lansing and the meeting was adjourned by consensus of the Committee at 10:34 a.m.**


Mayor Jean Rosenfield

Attest:


Ellisa L. Horvath, MMC, Village Clerk