

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – SEPTEMBER 16, 2010

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, September 16, 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
 Florent Gateau
 Bruce Gelb
 Sandra Lansing
 Richard Lodes
 John Manrique
 Paul Pruess

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
 Councilman Martin Packer

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

2. PLEDGE OF ALLEGIANCE: The Pledge was led by Mr. Gelb.

3. APPROVAL OF MINUTES: *A motion was offered by Mr. Pruess and seconded by Mr. Gelb to approve the August 12, 2010 Regular Meeting Minutes. The motion carried (7-0).*

4. RESORT TAX FINANCIAL UPDATE: Mr. Wallace reviewed the Financial Report and reported that that revenue was up 5% for the month and up 2% for the year. He reported a problem with collections on one of the revenue sources. He noted that the expenditures were as anticipated.

Mr. Wallace reported that at the First Budget Hearing, the Council requested that \$163,000.00 of resort tax revenue be used to help operate the park activities, which the Village Attorneys advised could be done. He requested recommendations by the Committee on what should be cut from the budget to be able to fund that. Ms. Travis questioned if the revenue towards the park would be limited to this year or if it would be for every year. Mayor Rosenfield clarified that would depend on the revenue, but suggested that it be planned in the resort tax budget for a few years. Ms. Travis will provide the Committee with recommendations on what to cut at the next meeting.

Ms. Travis questioned if a portion of the funds could be taken out of the \$3 million resort tax reserves. Mr. Treppeda and Mr. Wallace thought that some of the reserves could be used. Mayor Rosenfield suggested that a percentage of it be taken out of the reserves. Ms. Travis will make a recommendation on the percentage to take out. Mr. Wallace suggested that Ms. Travis be given the discretion to make the cuts and taking the rest out of contingency for the budget hearing, to allow the budget to be adopted. He clarified that the Committee could review it at the next meeting and make a budget amendment, if needed. Mayor Rosenfield was not in favor of taking the total amount out of reserves, but was okay with a portion. Ms. Travis will provide a year analysis at the next meeting. Mayor Rosenfield explained the items that the \$163,000 would be used for (park, salaries, etc.). She clarified that the Park Director was also reviewing his budget to see if anything additional could be cut.

5. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN

TRAVIS: Ms. Travis reviewed the following items:

Ms. Travis distributed and reviewed the August/September items. She discussed attendance at the Virtuoso Travel Mart (400 - 4 minute appointments, as well as marketing meetings with Travel & Leisure, etc.). She discussed TABB (Travel Advisory Board) negotiating the meeting in February in the Village. She explained that Travel & Leisure would be holding the design awards in South Beach and the ONE was comping the entire group. Ms. Travis reported that Virtuoso Life was a key publication ad in November. She discussed Special Events in Virtuoso and her desire to host the southeast meeting in 2011. She would also like to host the Latin American Symposium in 2012 at the St. Regis, when it opened. Ms. Travis discussed the success of the Bal Harbour Retreat and explained that the entire pitch would be shown to the Committee next month. She reported the opening of a Stephen Starr restaurant at the Shops, hopefully in January. Ms. Travis will provide the sales action plans and public relations action plans next month.

Ms. Travis reviewed plans for the following Local Programs:

Kids Club: Ms. Travis reported that the Kids Club was completely subsidized during the summer. She noted that the ONE was interested in working with the museum on a camp for 8-12 year olds.

Production: Ms. Travis reported that her warehouse items were being moved to a less expensive warehouse, materials were being replenished, and they were working on getting sponsors (a list should be provided next month).

Interns: Ms. Barfels was working on getting four interns to act as Captains on the Tourism bus and at other Village events.

Performance on the Green: Ms. Travis reported that they were working on the hosts for the events, but noted that Lisa Petrillo would be the host for the first event.

Art Walks: A list of sponsors will be provided next month.

Movies on the Beach: Ms. Travis reported working on a launch party, but noted that the first movie would be Avatar. She explained that in January the Village would be partnering with Miami Film Festival.

Mayor Rosenfield questioned if the Miami Project to Cure Paralysis would be having their annual event in Bal Harbour this year. Mr. Lodes reported that they were planning their event for March, but he didn't know if it would be at the Shops.

Bal Harbour Retreat: Ms. Travis discussed those in attendance at the retreat and the mission.

1. **OVERVIEW OF REPORTS:**

LDPR – National Public Relations: Ms. Travis reviewed the report that was included in the agenda.

Suzanne Corbo – Director of Leisure and Corporate Sales: Ms. Travis reviewed the report that was provided in the agenda.

Laura Schmidt – Director of European Sales: Ms. Travis reviewed the report that was provided in the agenda.

DLX Argentina: Ms. Travis reviewed the report that was provided in the agenda. She noted that a reception would be held in Argentina at the end of the month.

2. **INTERNAL REPORT:**

Tourism Shuttle: Ms. Travis reported the ridership to be static until season. She anticipated that the interns would start in October.

Email: Ms. Travis reported that they were changing the template for the social media and that Twitter showed an increase of almost 100%. She noted a large increase in people visiting the calendar section, since the social media efforts began.

Brazilian Representative: Ms. Travis distributed and reviewed a proposal from On Request for a representative in Brazil for \$2500 monthly, which included sales and public relations.

A motion was offered by Ms. Lansing and seconded by Mr. Lodes to approve \$2,500 monthly for On Request to provide representation in Brazil. The motion carried (7-0).

Mexican Representative: Ms. Travis reported that the representative was given a 30-day notice of cancellation and she was looking for another representative for that market. She suggested waiting until the Spring, since the other markets were doing well.

Mr. Gateau reported that Brazil, Chile, and Argentina were 80% above last year.

PROPOSED TRAVEL SCHEDULE – FALL: Ms. Travis distributed and reviewed proposals for the following:

Latin American Trade Shows - October: ABAV (Brazil)	\$4200
FIT (Argentina)	\$3800
(no travel expenses since reps are there and no booth cost)	

Toronto/Montreal Event and Sales Mission - November: Travel, events, and sales calls in Canada \$8,500

She requested approval of \$16,500 for the October and November events.

A motion was offered by Mr. Gelb and seconded by Mr. Gateau to approve \$16,500 for the October Latin American Trade Shows and November Toronto/Montreal Event and Sales Mission. The motion carried (7-0).

3. ADVERTISING PLAN:

Plum: Ms. Travis discussed the need for social media video for all of the Village's major events (concerts, art walks, b-roll of movies, etc.). She reported working with Plum to edit 60 second spots for every month, for placement on Plum.

Social Miami: Ms. Travis reviewed a proposal to hire a videographer to cover 14 events chosen by the Village. She requested approval of \$10,200 for 14 edits and to also edit last year's footage.

She requested approval of \$18,000 for Plum (12 months, 1800 minutes at \$10 per minute, plus the added value of covering what they deemed to be newsworthy in the Village, which would not include all of the Village's events). She explained that if Plum covered an event then Social Miami wouldn't cover that one. She discussed the importance of video and clarified that the cost for Plum was purely air time (4 - 60 spots per day for a year).

A motion was offered by Mr. Gateau and seconded by Mr. Gelb to approve \$28,200 for items requested for Plum and Social Miami. The motion carried (7-0).

4. PROPOSED TRAVEL SCHEDULE - FALL: This item was previously discussed.

6. OTHER BUSINESS:

Mayor Rosenfield reported that the ONE Bal Harbour hosted the lead group of the Aventura Marketing Council and as a result five pages of the last issue of the Aventura magazine was about Bal Harbour. She suggested that Ms. Travis contact the Aventura Marketing Council to have the Sea View or other properties host a breakfast, etc. Mayor Rosenfield reported that alot of the Sunny Isles Beach residents were moving to Bal Harbour.

Ms. Travis discussed inviting some non-profit groups to events in Bal Harbour. Mayor Rosenfield spoke in favor of attracting organizations to have their lunches in Bal Harbour.

Mayor Rosenfield questioned if the ONE Bal Harbour was actively for sale. Mr. Gateau reported that it was not, but that there had been a move for selling some of the units, but not the operating lot.

Mr. Gelb requested the progress on the Quarzo. Mr. Treppeda reported that no opening date had been provided yet. Ms. Travis reported that 22 hotel rooms would be open for the

first phase and there were three phases for the project. She clarified that a food and beverage portion would not be provided. Ms. Barfels reported that there would be 28, 79, and 132 units in the three phases.

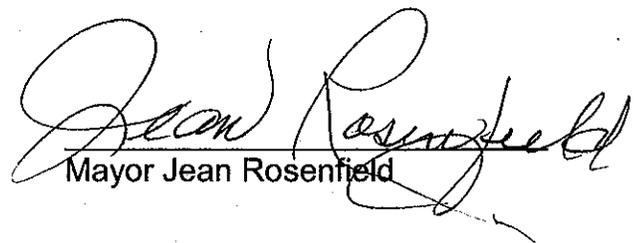
Mayor Rosenfield requested an update on collecting resort tax for rooms rented for longer than three months. Mr. Treppeda reported a problem at the Harbour House and the cost-prohibitive methods to catch anyone violating the requirement. Mr. Gateau reported that the Village charged taxes on anything that was rented under six months. Councilman Packer reported that most of the condos had rules that people could not rent, but he believed that it was still being done. He suggested passing a resolution to require the condos to produce their financials to the Village. Mr. Pruess explained that rentals were not recorded on the financials. He noted that the condos had to approve the lease and it had to be for at least one year.

Dina Cellini, 211 Bal Cross Drive, requested the name of the entity that was behind on their resort tax contributions. Mr. Wallace explained that tax return information was confidential, so until a lien was placed the Village was required to keep the name confidential.

Ms. Cellini requested clarification on the opening date of the St. Regis. Mr. Manrique reported a target date of September/October 2011 for the temporary certificate of occupancy, with an anticipated opening in January 2012.

Mr. Manrique discussed receiving information from the GMVCB regarding increase in tourism. Ms. Travis reported that there was an increase in the Miami Beach numbers, but that there was also an increase in the number of hotel rooms, so she wasn't able to ascertain an actual increase in order to gauge the Village against surrounding areas.

7. ADJOURN: There being no further business, the meeting was adjourned by consensus of the Committee at 10:06 a.m.


Mayor Jean Rosenfield

Attest:


Ellisa L. Horvath, MMC, Village Clerk