

BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – SEPTEMBER 8, 2011

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, September 8, 2011, 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 9:03 a.m. by Mayor Rosenfield. The following members were present:

Mayor Jean Rosenfield
Gilberto Garcia-Tunon¹
Bruce Gelb²
Sandra Lansing
Richard Lodes

Others Present: Councilman Martin Packer
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

Absent: Michael M. Krop
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 June 16, 2011 Regular Meeting Minutes. The motion carried (4-0).*

4. DISCUSSION OF DIRECTOR OF TOURISM MARKETING BONUS: This item was discussed later in the meeting.

5. RESORT TAX FINANCIAL UPDATE AND DISCUSSION OF PROPOSED 2011/2012 BUDGET:

Ms. Travis reviewed the Financial Update and reported that there had been a major increase from last year in hotel and food/beverage revenue, due largely to business from Latin America. Mr. Wallace added that the revenue was above the forecasted amount.

Brian Dye, St. Regis, discussed the expected opening of the St. Regis hotel in January

¹ Mr. Garcia-Tunon arrived after the Pledge.

² Mr. Gelb left the meeting prior to Discussion of the Director of Tourism Marketing Bonus.

2012 and reported that 70% of the units had been sold. He noted that special events would be planned for the grand opening. Mr. Gelb requested that the locals be included in any events.

Ms. Travis and Mr. Wallace distributed and reviewed the revised Fiscal Year 2012 budget.

Mr. Wallace explained that the Beautification and Maintenance Department was placed back in the Tourism fund (as of October 2011), per direction from the Council, since resort tax revenue would be collected again when the St. Regis opened (Development Agreement for resort tax revenue will end when the hotel opens).

Mr. Wallace explained that the Park/Recreation Department (\$163,000.00) was moved back to the General Fund.

6. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN TRAVIS: Ms. Travis reviewed her report provided in the agenda.

Mr. Garcia-Tunon discussed the increased return when the properties attended events with Ms. Travis, or immediately afterwards. Mr. Dye agreed and explained that the St. Regis would also be doing that to help the global message.

Ms. Travis distributed and reviewed the Advertising Plan for Fiscal Year 2012. Mayor Rosenfield and Mr. Gelb suggested that advertising in the Aventura magazine be considered. Ms. Travis will obtain rates.

Ms. Travis distributed, reviewed, and requested approval of \$590,812.00 for the Advertising Plan as presented, including \$31,500.00 for usage of a new image (Rodney Smith), for two years.

A motion was offered by Mr. Gelb and seconded by Mr. Garcia-Tunon to approve. The motion carried (5-0).

Ms. Travis and Mr. Wallace reviewed the proposed budget.

Ms. Travis discussed the use of \$25,000.00 to the GMCVB for Germany/Switzerland.

Ms. Travis reported that the amount for the public relations firm was moved into the line item for Sales Managers, since they also provided public relations.

Mayor Rosenfield discussed sending the Bal Harbour Tourism bus to the Trump Tower and the Aqualina, in Sunny Isles Beach. Ms. Travis explained that the Trump provided a bus and the Aqualina provided a car, for their guests to come to Bal Harbour. She didn't think that sending the tourism bus there would be beneficial.

Ms. Lansing suggested that the Village's bus be redone, to match the Tourism bus (logo, etc.). Councilman Packer agreed that they should be the same.

Ms. Travis reported that the concert series would be deleted, since it did not have the anticipated participation and there were location issues with the inability to use the "Green" space. Mayor Rosenfield discussed the success of opera night. Ms. Travis discussed the

incorporation of the FIU music into the art nights. The Committee discussed the need for a performance theatre. Ms. Lansing suggested that the Bal Harbour Club be used for performances. Ms. Travis reported that the Club would charge for use of the space. Mr. Gelb discussed the possibility of a space at the St. Regis. Mr. Dye reported that there would be some outside space at the St. Regis that could be looked into. Mayor Rosenfield requested that the cultural series be looked at some more and for the residents to be served more, with more cultural events outside of the Shops. Ms. Travis will work on a different model for the cultural series. Mayor Rosenfield, Councilman Packer, and Mr. Gelb discussed the Village's responsibility to the public to provide those items. Mayor Rosenfield questioned the status of negotiating with the Harbour House, for use of the outside "Green" area, for the cultural series. Mr. Treppeda will contact them.

A motion was offered by Mr. Gelb and seconded by Mr. Lodes to recommend approval of the Resort Tax Budget to the Council. The motion carried (5-0).

Ms. Travis requested approval of \$22,800.00, for the United States Sales Action Plan (Suzanne Corbo) for 2012.

A motion was offered by Mr. Garcia-Tunon and seconded by Ms. Lansing to approve. The motion carried (5-0).

Ms. Travis requested approval of \$26,000.00, for the Brazilian Sales Action Plan for 2012.

Rene Lopez, Sea View Hotel, spoke in favor of approval and reported that business from Brazil and Argentina had been wonderful.

A motion was offered by Ms. Lansing and seconded by Mr. Gelb to approve. The motion carried (5-0).

Ms. Travis requested approval of \$22,360.00, for the Argentinean/Chile Sales Action Plan for 2012.

A motion was offered by Mr. Gelb and seconded by Ms. Lansing to approve. The motion carried (5-0).

Ms. Travis requested approval of \$29,000.00, for the Russian Sales Mission.

A motion was offered by Mr. Gelb and seconded by Ms. Lansing to approve. The motion carried (5-0).

Ms. Travis requested approval of \$21,679.00, for the International Luxury Travel Market (ILTM) Trade Show in Canada.

A motion was offered by Mr. Lodes and seconded by Mr. Garcia-Tunon to approve. The motion carried (5-0).

Ms. Travis requested approval of \$7,500.00 (from the FY 2011 Budget), for the Bal Harbour City Guide Publication, through the White House Media Publishing Company.

A motion was offered by Mr. Gelb and seconded by Mr. Garcia-Tunon to approve, from the FY

2011 Budget. The motion carried (5-0).

Ms. Travis requested approval of \$10,562.00 per movie, times six movies (total of \$63,372.00). She will work on getting sponsorships to cover some of the costs.

A motion was offered by Mr. Gelb and seconded by Mr. Garcia-Tunon to approve. The motion carried (5-0).

Ms. Travis requested approval of \$27,648.00 (from the FY 2011 Budget), for furniture, other supplies, and cleanup for the movies.

A motion was offered by Mr. Gelb and seconded by Ms. Lansing to approve, from the FY 2011 Budget. The motion carried (5-0).

Ms. Travis requested approval of \$12,000.00, for four Art Nights (St. Regis will reimburse the Village the \$12,000.00).

A motion was offered by Ms. Lansing and seconded by Mr. Gelb to approve. The motion carried (5-0).

Ms. Travis requested approval of \$23,000.00, for a Bal Harbour Village Sales and Marketing Retreat for the Village's sales and marketing consultants, from around the world. The event would be held at the ONE Bal Harbour by a professional sales trainer (16 people for 3 days).

A motion was offered by Ms. Lansing and seconded by Mr. Lodes to approve. The motion carried (5-0).

Ms. Travis requested approval for month to month contracts, with a 30-day cancellation clause, for the following Representatives:

- 1.) Russia Public Relations Firm - \$2,000.00 per month plus \$500 expenses per month
- 2.) Canada Public Relations Firm (Jane Gill) - \$3500.00 per month plus \$500 expenses per month
- 3.) Mexico Sales Representative (Mara Franco) for sales and public relations efforts - \$4,200.00 per month

A motion was offered by Mr. Garcia-Tunon and seconded by Mr. Gelb to approve all three Firms/Representatives. The motion carried (5-0).

Dina Cellini, 211 Bal Cross Drive, requested that the Village look into providing an information channel on U-verse, since those customers did not have access to Channel 77.

Jay Smith, Community Outreach, explained that U-verse was not able to provide a dedicated channel, for the Village.

Mr. Gelb left the meeting.

Dina Cellini, 211 Bal Cross Drive, requested the fund balance amount in the Tourism fund. Ms. Travis estimated it to be \$2.5 million.

Ms. Cellini questioned when the St. Regis would be on the tax roll. Mr. Treppeda estimated that it would be on the tax roll for Fiscal Year 2012/2013.

Ms. Cellini suggested that the cultural events be done on the beach and on different nights.

Ms. Cellini questioned how many of the salaries for public works employees were in the Beautification & Maintenance Department. Mr. Wallace reported that three public works employees were charged to the Beautification & Maintenance Line Item, in the Tourism Budget.

Ms. Cellini questioned if the Brickman contract was in the budget. Mr. Treppeda advised that it was.

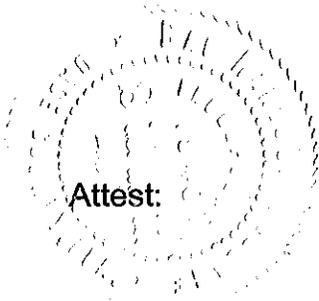
DISCUSSION OF DIRECTOR OF TOURISM MARKETING

BONUS: Mr. Treppeda explained the bonus program and noted that approval was needed, since the annual cap for Ms. Travis' bonus had already been met. The Committee discussed Ms. Travis' salary and other benefits she received.

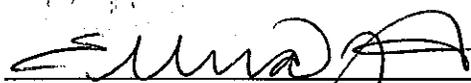
It was the consensus of the Committee to defer this discussion until the October meeting, when more Committee members would be in attendance.

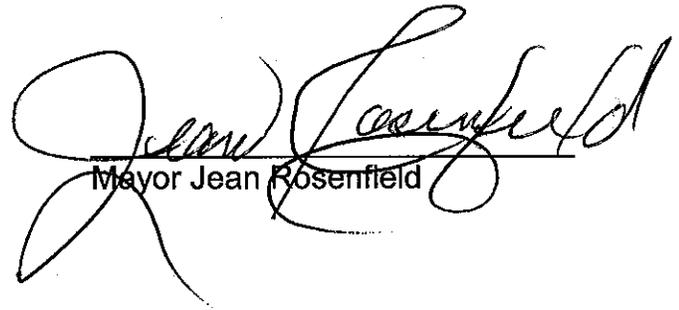
7. OTHER BUSINESS: None.

8. ADJOURN: There being no further business, *a motion was offered by Ms. Lansing and seconded by Mr. Lodes to adjourn. The motion carried (4-0) and the meeting was adjourned at 11:08 a.m.*



Attest:


Ellisa L. Horvath, MMC, Village Clerk


Mayor Jean Rosenfield